

The Justice Story: Building a Transmedia Story

An Honors Thesis (ICOM 495)

by

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Abstract

What makes a story? Is it the characters? The plot? And how does the medium affect the telling of the story? Along with new digital media comes the transmedia story, a form of storytelling that pulls a narrative across many digital and traditional platforms. This analysis of the creation of a transmedia story gives insight into both the opportunities of a digital story and the structure of the life cycle design process. In the creation of The Justice Story, I demonstrate the process of defining user requirements, differentiating design alternatives, developing prototypes, and conducting and implementing evaluation. I also demonstrate how, through the use of multiple digital media and traditional components, a story can be made that much more immersive, multi-faceted, and transmedia.

Acknowledgements

I would like to thank Mr. Brad King for his feedback and patience throughout the honors thesis process. His guidance throughout this capstone project and other previous classes has been more stretching, more growing, and more ultimately productive than most during my college career.

I would also like to thank the friends and participants that provided insight, suggestions, and constructive criticism through the creation of The Justice Story.

THE JUSTICE STORY

Building A Transmedia Story



Project at www.thejusticestory.wordpress.com

Video presentation at http://www.youtube.com/watch?v=8P3JLEtoV_w

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Project Description:

My project proposal is to create an interactive, digital story including themes of redemption using story elements of real stories of trafficked victims. The story of a rescued trafficked victim will also double as a metaphor for Jesus Christ's rescue mission for mankind. The story will also include a location-based component, allowing readers to interact with the story in a real space.

Users will access the story on a website and move through semi-chronological pages, organized by chapter. Each chapter will include a set of coordinates so that readers can access the story on their mobile devices while immersing themselves in realistic settings around Muncie.

Readers will be told that the story they are reading is the basis for the establishment of a not-for-profit organization fighting human trafficking. Each scene will contain media elements (video, sound clips, images, text) that color the world of the story's victim. Readers will be able to move forward and backward from chapter to chapter, selecting different media to "read" on each page to learn more about the story.

The final page will include a video clip revealing that the story is only a metaphor, but will explain to the potentially unaware readers both the reality of human trafficking and the gospel of Christ. The final page will link to both organizational sites fighting human trafficking and spreading the gospel. Users can share their experience with the interactive story on their social media platforms. Readers can reread the story as many times as they want by navigating back to the beginning.

Along with the finished digital story (in the form of a website and accompanying media), this creative project will include a video presentation and a post mortem analysis document. These will explain the creative project as well as its creation process. Inspiration, process, design alternatives, user requirements, prototypes, and evaluation methods will all be discussed in these final analyses as well as personal reflection on what worked, what didn't, and what can be improved upon in the future.

Project Analysis:

- The Story <http://viewthestory.com/>
 - User Requirements
 - User can “read” the story using a book metaphor
 - User can navigate from one page to the next by dragging book corners
 - User can “Ask a question” of an expert by emailing questions to site managers
 - User can click an icon to simply watch a video of the “Story” being read
 - User can create a free account
 - User can share his/her experience online via social media
 - User can see the name and location of others who have created accounts recently
 - User can select to read the “Story” in a different language.
 - User can zoom, print, see a full view of each section, and have each section read aloud
 - Design Alternatives
 - Mobile version of the App, mobile accessibility
 - Training is provided so as to learn how to teach the “Story” to others
 - User can opt that the story progress automatically
- UNCOVER, the Gospel of Luke <http://uncover.org.uk/>
 - User Requirements
 - User can click to watch an introductory video
 - User can click on different people’s face icons to learn more about their personal story
 - User can view different sections of the story by clicking on their corresponding numbered icon on the main page.
 - User can learn more about a link by hovering over the icon and reading the text that appears after the state change.
 - User can generally learn about the different tiled links on the main page by hovering over several subcategory icons. i.e. When hovering over the “Read it” icon, all other icons involving Scripture take their highlighted, descriptive state change.
 - User can share his/her experience online via social media
 - Design Alternatives
 - Tiled layout, similar to Pinterest. All videos and links on one page, accessible simultaneously.
 - A text book counterpart, obtained for free by ordering from the website
 - Highlighting content by theme or type
- I Am This Land <http://www.iamthisland.org/>

- User Requirements
 - User can click “Stories” to read text versions of the story of each submission
 - User can select ‘play’ to watch each embedded video submission
 - User can get updates from the site by submitted personal email address
 - User can enter a contest by watching the video prompt and registering on the site.
 - User can access press materials
 - User can read latest tweets from corresponding Twitter feed
 - User can watch other videos on the topic of immigration
 - Design Alternatives
 - User can donate to the I Am This Land fund for immigrant teens
 - User can vote to promote favorite content pieces
- Polaris Project: Survivor Stories <http://www.polarisproject.org/what-we-do/client-services/survivor-stories>
 - User Requirements
 - User can call the Trafficking Hotline by dialing the given number
 - User can create an account with Polaris and log in
 - User can search the site for content pieces
 - User can click to learn more about pending legislation and trafficking resources
 - User can get a quick synopsis of each “Survivor story” by reading the preview sentence for each on the home page. User can then link to a page specifically for each “Survivor story”
 - User can email and print each “Survivor story”
 - Design Alternatives:
 - Links to specific organizations or resources written into the text of the story itself
 - Sidebar keeps links to important information close to story content.
- Not For Sale Campaign <http://www.notforsalecampaign.org>
 - User Requirements
 - User can click through a quiz on what is and what is not human trafficking
 - User can link to donation page through an icon embedded in a promotional video
 - User can share experience on social media platforms
 - User can search site for content
 - User can register for upcoming conferences and events online
 - User can email certain vendors to encourage them to use fair labor practices directly from site

- User can select different brands and industries to retrieve information on fair trade products
- Design Alternative:
 - User can navigate to any part of the story using sub head navigation location at the beginning of the story
 - User can link to donation page through an icon embedded in a promotional video

User Requirements:

- Goal: Promote awareness, acceptance, and action on the gospel of Jesus Christ and the reality of global human trafficking
- Personas
 - Access to high speed internet connection using a standard Internet browser
 - Basic knowledge computer-human interaction
- Title of story- "The Justice Story"
 - Designed nameplate
- Platform
 - Wordpress blog site
- Interactive Google Map for each page
- Locations
 - 6 addresses for the featured places on the tour
- Video clips
 - Scripts (6)
 - 6 Scenes
 - Opening/Introduction
 - Background
 - Rising Action
 - Climax
 - Falling Action
 - The Big Reveal/Conclusion
 - Three characters
 - Hero's journey format
 - Production
 - Exterior
 - Documentary style
 - iMovie
 - Interaction: Buttons to Play, pause, replay,
- Acting
 - Two actors
- Social
 - Buttons to share each video and photo on major social media platforms
 - Facebook
 - Twitter
 - YouTube
 - Create story Google/YouTube account
- Navigation and Signposts
 - Buttons to move backward and forward from one scene to the next
 - Buttons to move through series of pictures
 - A bar graphic marking scene name tracking progress at the bottom of the page, allowing user to quickly jump from one scene to another
 - The corresponding name for each scene located somewhere on page

- Feedback
 - Story Gmail address posted at bottom of page for reader feedback.
- The Big Reveal and More Information
 - Video segment explaining the story, the metaphor, and the reality of the gospel of human trafficking
 - Links and brief descriptions to sites with more information on all topics discussed
 - ViewTheStory.com
 - IJM.org
 - PolarisProject.org

Design Alternatives:

The design alternative listed below is somewhat of a combination of a couple alternatives from past drafts. After both expert and cognitive walkthrough evaluations, (See **Appendix III**) it seemed best to combine the best elements of several ideas. Namely, in this alternative, I have retained my original story but heavily introduced a location-based component, all with the intention of leading a tour through the story to launch the site. This revised alternative is laid out more clearly for readers, includes a set of instructions for its location-based component, and will post pictures of people moving through the geographic tour portion of the story in a blog section. See **Lo-Fidelity Prototype** summary for full description of changes and functions.

- 1 (Prototyped originally as 'Design Alternative 3', revised as 'Lo-Fi Prototype') Display story media elements in different real spaces to get real environmental look/feel/sound. The live event would be a tour around Muncie, visiting real locations, displaying pieces from the interactive story on mobile devices and discussing the issues at hand.
 - a Goal application: Bringing readers to settings in real space might drive home how close human trafficking can be. It also might put the reader "in the shoes" and mindset of the Victim character. A deeper emotional connection between the reader and the Victim character will deepen the emotional response when communicating both the gravity of the gospel story and the need to fight human trafficking
 - b Pros and Cons:
 - i Pro: The atmospheric noises behind the discussion of human trafficking would be 100% natural
 - ii Pro: Real settings will bring reality to real topics
 - iii Con: What if no one shows up?
 - c Altered Requirements
 - i No recorded background noises
 - ii No series of street or landscape photographs
 - d Potential New Requirements
 - i Leading a tour to different scene locations in Muncie
 - ii Presenting a live speech to the assembled audience about human trafficking
 - iii Procuring many mobile digital devices, or explaining/demonstrating how to access the interactive story on the audience's personal devices
 - e Potential Prototyping
 - i Organizing and leading a tour of Muncie
 - ii Writing and delivering The Big Reveal speech personally to a live audience
 - iii Searching out and selecting the perfect locale for each scene

Lo-Fidelity Prototype: See Appendix II

The lo-fidelity prototype demonstrates how a Wordpress blog site can be used to tell a digital story with physical components. Readers will access the Wordpress blog by navigating to it from their computers or, in the case that they are on location, from their mobile devices. Starting from the home page, readers will read the description and instructions of the project and watch an introductory video.

From the home page, readers will be prompted to read “The Justice Story,” a section of the site divided into six chapters, each including pictures and at least two video clips. Each chapter will also include a set of longitudinal and latitudinal coordinates. The introduction will have explained that, while the story can be completely read online, a richer experience of the story comes from traveling to the location designated on the page and surrounding oneself with the environment of the characters.

After moving through all six chapters of “The Justice Story,” readers will have the opportunity to respond. The “Learn More & Take Action” page provides links to other Internet content relating to fighting human trafficking and having a personal relationship with Jesus Christ. The “Schedule a Tour” page invites readers to contact the website if they would like to take a personalized tour of the locations with a guide who can better explain some of the realities of the content. The blog page will show pictures of other readers on location in Muncie in hopes of demonstrating how this might deepen the reader experience. It will also include any updates to the site and extra videos featuring the character actors. The “Contact & Share” page invites readers to share their experience by posting about it on their social media platforms. It also provides an address to contact the site with questions, comments, or stories.

While my original idea was simply more of a presentation, I believe that this design alternative better encapsulates the idea of a transmedia story: a story that moves across many platforms to provide a rich experience for the reader. Originally underdeveloped, I cleaned up this prototype after receiving feedback through an expert evaluation and a personal cognitive walkthrough. I combined several of the aspects of my three prototypes to this final lo-fidelity prototype.

As I was designing the original prototype, I left all of the story content (videos, pictures, text) on the same page, believing this might be better for readers on mobile devices. It was revealed to me that while scrolling may be easier, the lack of navigation throughout the story was ultimately bring down the efficiency of accessing the story. I therefore changed the format to include a page for each chapter.

It was also revealed through the expert evaluation and cognitive walkthrough that I had forgotten to fully explain the relevance of the coordinates listed with each chapter. This information seemed best to include on a home page. While I originally didn’t want anything but story elements on the first page, I compromised on the homepage by pairing the introductory text and instructions with a introductory video for which I already had a script.

The idea of a personal tour was already in the first draft of this prototype, but I accentuated it in this new model by including a blog section that would include pictures of people on a tour. This idea also lends itself incredibly well to a live event. The blog page also has potential as a vehicle to release announcements, changes to the sites, new coordinates for different cities, and extra story material.

Hi-Fidelity Prototype (Screenshots)

Project at www.thejusticestory.wordpress.com

THE JUSTICE STORY

[EXPERIENCE THE JUSTICE STORY](#)[LEARN MORE & TAKE ACTION](#)[SCHEDULE A PERSONAL TOUR](#)[CONTACT & SHARE](#)[PROJECT & AUTHOR](#)[BLOG](#)

Shift your location. Change your perspective

EXPERIENCE THE JUSTICE STORY

See and hear The Justice Story by listening to Cait's introduction video below and exploring a Google Map of the location she describes. Further explore this location by travelling to the given address in Muncie, Indiana.

Watch the introduction video below and then begin the story with Chapter 1.

To visit this location, travel to 145 IN 32, Muncie IN



To visit this location, travel to 145 IN 32, Muncie IN



[View Larger Map](#)



The Justice Story is the digital and location-based story of Cait Batya and her rescue from a world of exploitation. Explore the story by listening as Cait narrates each chapter of her tale, starting with the introductory video on the home page. As Cait narrates, go further into the story by traveling to the street addresses provided, or by exploring the Google map in each chapter. See, smell, listen, and feel Cait's world as you experience The Justice Story.

RECENT POSTS

- [Afghan women imprisoned for](#)

the home page. As Cait narrates, go further into the story by traveling to the street addresses provided, or by exploring the Google map in each chapter. See, smell, listen, and feel Cait's world as you experience The Justice Story.

RECENT POSTS

- [Afghan women imprisoned for 'moral' crimes](#)
- [Female tourists shun India after rape attack](#)
- [Undocumented workers' grim reality: speak out on abuse and risk deportation](#)

Visit our blog to read more about issues of human trafficking and how these organizations are fighting.



The Not For Sale Campaign is a great place to start learning about how to fight back against human trafficking. The Empower page allows users to input their engagement in culture, faith, business, etc. and suggests ways in which the user can partner with NFS. Visitors can also see NFS's work in different areas of the world including Australia, Japan, and more!



Slavery Footprint is a beautifully designed, interactive narrative about our individual connection to modern-day slavery. After answering a series of questions about your lifestyle and habits, users learn "How Many Slaves Work for Me?" Users raise awareness by sharing this information and other articles from the Made In A Free World blog.



Aruna, a Hindi word meaning 'bright morning sun', is the name of an initiative by the British organization Oasis to end commercial sexual exploitation by bringing freedom and restoration to the many women and children sold into the trade. Join an Aruna 5k race near you and run to raise awareness for freedom in South Asia.

International Justice Mission brings rescue to victims

...narrates each chapter of her tale, starting with the introductory video on the home page. As Cait narrates, go further into the story by traveling to the street addresses provided, or by exploring the Google map in each chapter. See, smell, listen, and feel Cait's world as you experience The Justice Story.

RECENT POSTS

- Afghan women imprisoned for 'moral' crimes
- Female tourists shun India after rape attack
- Undocumented workers' grim reality: speak out on abuse and risk deportation

AFGHAN WOMEN IMPRISONED FOR 'MORAL' CRIMES

April 9, 2013 · by thejusticestory · in Uncategorized · Edit

Lost and alone in a strange city Mariam called the only person she knew, her husband's cousin. She had left her home in Afghanistan's northern Kunduz province, fleeing her husband's relentless and increasingly vicious beatings. The man promised to help, but too busy to come himself he sent a friend who took her to a [...]



FEMALE TOURISTS SHUN INDIA AFTER RAPE ATTACK

March 31, 2013 · by thejusticestory · in Uncategorized · Edit

Women travelers have turned their back on India after the notorious gang rape and murder of a Delhi student in December highlighted the scale of sexual violence in the country. A survey by Indian chambers of commerce found a 35 per cent decline in the numbers of female foreign

tourists since the 23 year girl [...]

UNDOCUMENTED WORKERS' GRIM REALITY: SPEAK OUT ON ABUSE AND RISK DEPORTATION

March 26, 2013 · by thejusticestory · in Uncategorized · Edit

Luis Zavala knew something had gone wrong when he saw the gun pointed at him. The 45-year-old construction worker in Louisiana, and about two dozen others in his crew, had gathered in the small town of Kenner, on the outskirts of New Orleans, where he believed they were about to be given unpaid wages owed [...]

Search this site...

The Justice Story is the digital and location-based story of Cait Batya and her rescue from a world of exploitation. Explore the story by listening as Cait narrates each chapter of her tale, starting with the introductory video on the home page. As Cait narrates, go further into the story by traveling to the street addresses provided, or by exploring the Google map in each chapter. See, smell, listen, and feel Cait's world as you experience The Justice Story.

RECENT POSTS

- Afghan women imprisoned for 'moral' crimes
- Female tourists shun India after rape attack
- Undocumented workers' grim reality: speak out on abuse and risk deportation

Evaluation:

Summary

The 12 people that responded to The Justice Story evaluation survey provided terrific feedback for the project, including several confirmations on ideas I had considered trying and several new insights all together. Positive reactions to the story project included many responses to the story itself. Users seemingly found the story intriguing, the metaphor powerful, and the project interesting. They found the site to be fairly simple to use and share with friends.

Any negative responses came mostly out of frustration with functionality of the site, although one user reported as not being able to understand the larger metaphor at all. Another seemed cautious to participate in the location-based portion of the story, believing that the places mentioned might indeed cause a serious threat to his or her safety. These threatening or alienating responses are the most negative, in my opinion, and will be addressed in my revisions.

After reading the written responses to all questions, most of the frustration rises from three distinct areas. A lack of navigational buttons on each chapter page or by each video was confusing to many. At the time of the evaluation, the chapter navigation was located in a drop down menu on the top of the site. Users were also confused by the coordinates listed as location information for the location-based part of the story. The longitude and latitude did not provide readers with a clear vision on how they might actually travel to the place described. Finally, many respondents replied that they had expected the story metaphor to be revealed with a video in the final chapter of the story. This video did not exist at the time of the evaluation, and many suggested this would have strengthened their grasp on the story metaphor.

Users confirmed that several aspects of the project were working just as intended. The replies collectively agreed that the emotional tone of the actress in her narration of the story was supporting their connection to the character. Several comments highlighted the off-script nature of the narration as feeling very real. Many respondents also confirmed the clarity of the metaphor, once finally grasped. Finally, users seemed confident and willing to share the story with their friends and connections via their personal social networks.

Evaluation Report

Respondent Profile:

Respondents: 12

Sex: 8 Female, 4 Male

Age: 18-24

Location: Muncie, Ind.

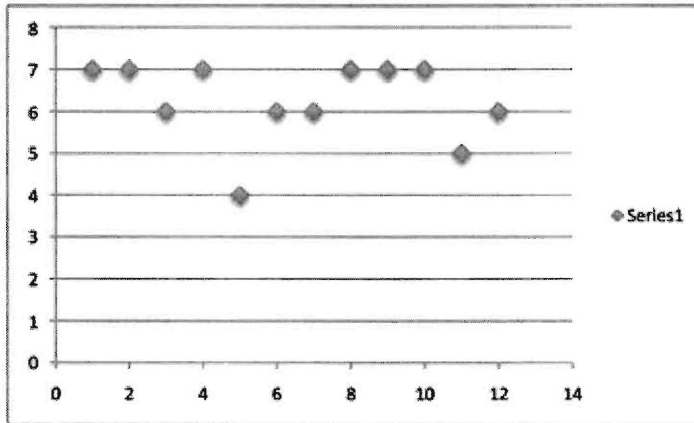
Profession: Student

Mobile device with internet connectivity? 10 Yes, 2 No

1. Navigation: Is it easy for users to navigate through my story?

1.1 It is easy for me to navigate through the chapter pages of the story. [Likert]

1= Strongly Disagree 7= Strongly Agree Mean: 6.25 SD: 0.97



1.2 Where would you expect to find navigational tools prompting you to the next/previous chapter page of the story? [Ranking]

1.3 From the home page, find your way to the page for the chapter in which Cait tells of two men shooting at her. Then, find your way to the page for the chapter in which Cait explains where she grew up. Explain any frustrations. [Open-ended]

With the first question, dealing with navigation, I hoped to understand more about whether users prefer navigation inside or near the module they are currently reading, or if navigation at the top of the page might work better. For the evaluation, the main navigation from page to page was located through a drop down menu at the top of the site. While many respondents replied that they could easily move around the site with the current navigation, the ranking and open-ended questions revealed that users were looking for more.

The highest response to the the ranking question showed that users expected a button or some kind of navigation on each chapter page, and open-ended questions confirmed this with many respondents remembering being lost briefly until they found the the drop down menu. Some even asked for in-page navigation by name.

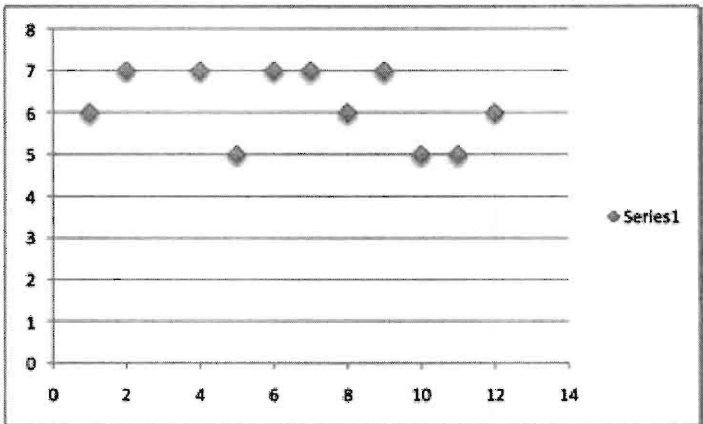
Hence it seems that the original idea for navigation, while simple to understand, is not initially the most intuitive for users.

2. Characters: Do users understand the characters and the emotional tone they convey?

2.1 As the character of Cait is retelling her story, her emotions make sense to me.

[Likert]

1= Strongly Disagree 7= Strongly Agree Mean: 6.18 SD: 0.87



2.2 How might you expect a character with Cait's story to retell her story? [Ranking]

2.3 Listen to Cait's retelling of her story through the series of videos. Do her emotions seem to match the story that she's explaining? Explain any disconnects. [Open-ended]

With the second question, I hoped to confirm that the emotional performance given by the actress as she is telling the story match what the story really is, and if the entire thing is believable. While this was one of the easier questions, respondents were very positive about this performance in the Likert question.

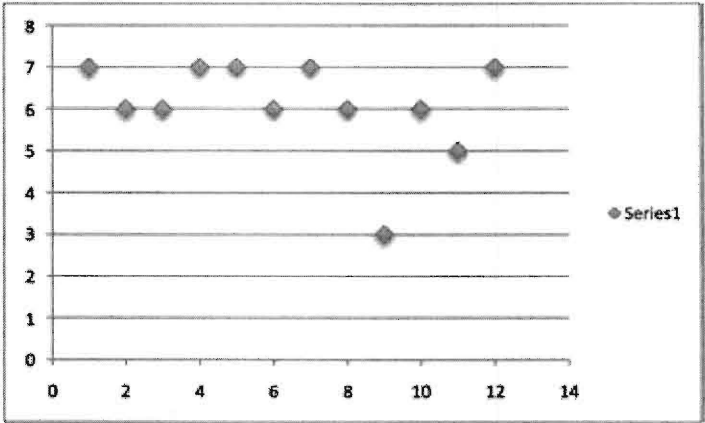
In the ranking question, they listed several emotions they might expect to hear from a narrator telling a story similar to Cait's story. The most commonly returned answers were 'distraught' or 'passionate,' with 'cold, aloof' coming in close behind. Open-ended questions confirm that "Everyone would handle her story differently. Her emotions seem appropriate to what she is telling."

The open-ended questions were overwhelmingly positive, with one respondent going even so far as to say, "The stories do seem to match the emotions. It doesn't seem like the story is scripted which is great because it makes it seem like she is just talking to me in a one on one setting in which I can make a personal connection. This makes it much more powerful."

This confirms for me that the strong, real connection between the actor and the reader of the story.

3. Metaphor: Do users understand the larger metaphor at work in the story of the human trafficking victim?

3.1 I understand Cait's story as a metaphor for Christ's salvation of the world. [Likert]
1= Strongly Disagree 7= Strongly Agree Mean: 6.08 SD: 1.16



3.2 How would you expect this metaphor to be revealed to you? [Ranking]

3.3 Explain Cait's story as a metaphor for Christ's salvation of the world to a friend. Which are the easiest parts to explain? Which are the hardest parts to explain? [Open-ended]

In perhaps the most important question from a story standpoint, the third question wonders if users are making the jump from reading a story about a human trafficking victim to understanding a story about eternal redemption. The test group, having been contacted via the author's Facebook page, was probably slightly slanted in favor of understanding this metaphor. The Likert question demonstrates this. However, the respondents still returned valuable feedback.

The ranking question showed that most users would have expected this metaphor to be revealed in a final video clip as part of the final chapter of the story, referencing a video that had not been produced at the time of the evaluation. It was obvious that this important clip was missed, and that its location must be in the final chapter.

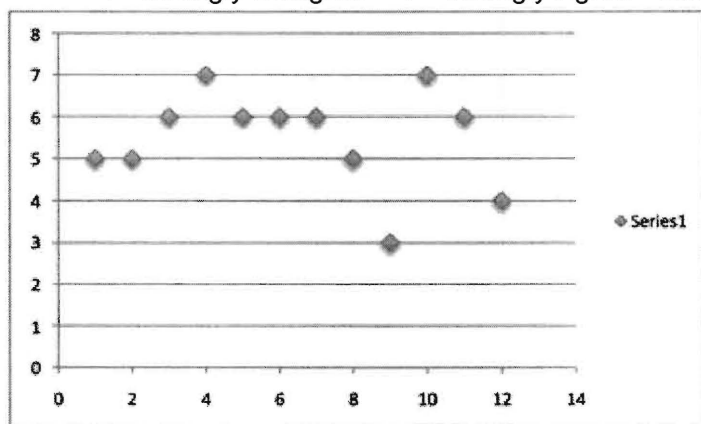
Many of the respondents in their open-ended responses highlighted even subtleties in the metaphor they had discovered. One user, however, after going through the entire story, stated that "I don't see how [the metaphor for Christ] relates at this point but maybe that is something that will be revealed in later chapters."

While the story and metaphor seem to connect with audiences that have a previous understanding of story of Christ, the metaphor is still lost on some, especially with the exclusion of a final explanatory video.

4. Location: Do users understand how to participate in the location-based component of the story?

4.1 I understand how to participate in the location-based component of this story. [Likert]

1= Strongly Disagree 7= Strongly Agree Mead: 5.5 SD: 1.17



4.2 How might you expect the location information needed for the story to be presented to you? [Ranking]

4.3 Read the location information given on the Chapter 2 page. Given this information, describe how you would go about traveling to the destination described. What steps would you take? What resources would you use? [Open-ended]

Of all the elements of this digital story, the location-based component seemed to be the most confusing to users. The Likert question saw many that many users are not confident in their understanding of how this aspect is supposed to work.

In their open-ended responses, many users described planning to “type the coordinates into Google and hope for the best” in order to reach their destination. One also specifically expressed that, “I would rather cut out [locating the coordinates] and know where it is right away.” Still another respondent replied that he or she would be cautious, timid, and would invite a friend along, referencing the fear that the places outlined by the story were dangerous.

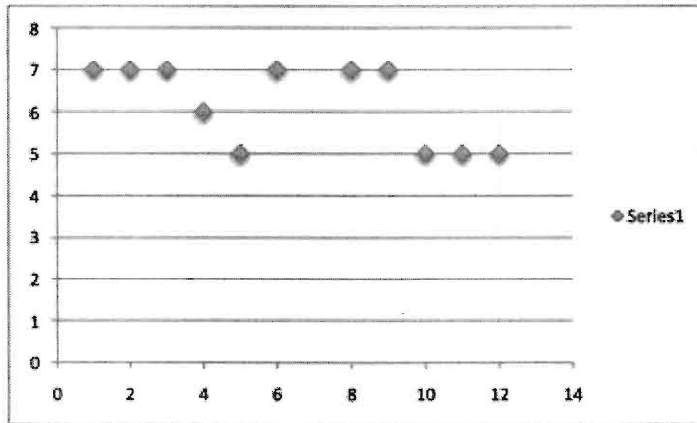
While the location information on the site at the time of the evaluation were pairs of longitudinal and latitudinal coordinates on each chapter page, the ranking question showed the users would expect this information to come in the form of a listed address or embedded map on each page.

Clearing up any confusion around the location-based component of the story might include changing how the location information is presented on each chapter page. It is also worth iterating on the site that the story is fictional and the locations are not connecting in any way to real cases of human trafficking.

5. Social Media: Does this story equip users with the right tools to share the story with others?

5.1 Sharing this digital story on through my social media is easy. [Likert]

1= Strongly Disagree 7= Strongly Agree Mean: 6.18 SD: 0.98



5.2 Through which social media would you expect to be able to share? [Ranking]

5.3 Share one of these site pages through one of your social media. Which medium did you choose? How did you share it? [Open-ended]

While the Likert question seems to show that some respondents were slightly unsure of how to share the story through their social media, all seemed not to have any trouble with the task assigned in the open-ended question. All confirmed sharing a page of the story either via Facebook or Twitter, either by using the corresponding icon on each page or by copy/pasting the link.

The ranking question confirmed this preference toward Facebook and Twitter as users most expected these options when sharing the story. The next closest ranking social medium was Tumblr, with some outlying users responding that they would expect to be able to share with LinkedIn, Reddit, or Flickr.

The open-ended question responses were short and simple, highlighting the simplicity of sharing via the social media links at the bottom of the page.

Evaluation Meeting Summary/Changes

What I have learned:

- Navigation should be excise, but still readily apparent.
- The lack of a final video revealing the metaphor, and perhaps the lack of a second characters' story is severely limiting the understanding of users
- The current system of including coordinates on each chapter page does not inspire users to visit the places described.

What I will change:

- I will embed navigational links into each chapter page to make navigation more intuitive.

- I will complete production on the final video revealing the metaphor of the story and embed it in the final chapter.
- I will replace the current coordinate location information with either a street address, intersection, or embedded map
- will add a statement to the project description assuring readers that the places listed have not been ever formally associated with prostitution or human trafficking.

What I still need to know

- I need to know if the addition of video testimonies of a second character would add to the user's experience with the story and understanding of the metaphor
- I need to know if higher production of video segments would be more intriguing to users and might propel them to share more on their social media
- I need to know how to get users to take and submit pictures of their experience with The Justice Story for use in the blog section.

Post Mortem Analysis

Introduction

Creating The Justice Story allowed me to expand my skills in writing and constructing a narrative in the form of a transmedia story. I had the opportunity to develop a narrative around two story elements of interest to me and draw it across multiple media. Employing interactive elements, digital media, and location-based components, I worked to create a rich tale that would engage readers in a discussion about the way they think on social and spiritual issues. Moving through the iterative loop of the Life Cycle design model, I was able to polish my original idea into a final deliverable. The Justice Story now gives the reader the opportunity to stand in, smell, see and feel the story I wrote. The reader can listen to the character describe her story and learn more about the deeper issues at hand. The reader can use The Justice Story as a hub for resources to take further action against human trafficking and learn more about a relationship with Jesus Christ. The idea of a digital story that can engage readers on a fictional, emotional, non-fictional, interactive, and educational level is incredibly exciting, and I imagine using the skills I've learned with this project to impact future storytelling opportunities.

Reactions

Positives

- Individuality in the creation of this project has been perhaps a blessing and a curse. As a positive, building this project on my own has allowed me to express exactly the story that I want to tell without the interruption of others. In previous classes, I have enjoyed working with a group, but have always thought that, conceptually, I might have picked a theme that was a bit more specific or personal. Working with a team requires a common solution that is palatable to every group member. With The Justice Story, I was allowed to tell the story of Christ's redemption of the world, and I was allowed to use the lens of human trafficking to frame the metaphor. These are delicate and controversial topics, and working with others would have taken grace.
- A friend recently complimented my knowledge of digital media and their use in publicizing causes and events. I told him that this awareness comes completely from my work with digital storytelling. The Justice Story has kept me up to date on both issues of human trafficking and on utilizing digital media as a means of sharing ideas. My project is not filled with the latest or even the most clever media uses, but simply continuing to think about storytelling in terms of relatively new media has kept me sharp to changing methods of communication. Reading up on issues of global human trafficking has also increased my awareness of and the depth to which I understand modern slavery.
- As in several of the other Digital Media Minor classes, I have learned to love the Life Cycle method of design. While I shudder thinking back on stringent deadlines, I understand the benefit of being pushed to create, fail, evaluate, and create again. With the training I've received in this class and those former, I am seeing myself start to apply this cycle to other creative instances. It is the framework I now use when looking to tackle projects even unrelated to digital media.
- On a personal level, it has been a positive to both demonstrate to friends and family what exactly it is that a digital story comprises. Showing off my project accomplishes a lesson on transmedia stories for my audience as well as a little insight into what I hope

to accomplish with the story: a focus on justice and a focus on a relationship with Christ. The amount of honest, legitimate feedback on the project was as enlightening as it was encouraging.

Negatives

- The other side of individuality is a certain lack of accountability and collaborative creativity. As an extrovert, I thrive on working with others to create a project of which we can all be proud. I enjoy hearing others' ideas and implementing them into a collaborative final project. This was not the case with this semester's project. While I did receive quality feedback from survey responses, I would have welcomed help in the brainstorming phase, the evaluative phase, and in general all phases where alternative ideas might be considered and implemented. Also, being notoriously loose with deadlines myself, a group of accountable team members would have benefitted the timeline and punctuality of the overall project.
- Even having had a class nearly identical to ICOM 495 last semester and having had experience with evaluating interactivity, the evaluation portion of this project still gave me problems. After writing and rewriting questions to best collect useful data, I could not seem to formulate a concise question with modules that would return the information I needed, specifically regarding user interactivity. The questions and evaluation included in this post mortem are loosely related to user experience, and I learned and implemented changes from each response. However, the lack of focus of user interactivity and concrete tasks in my questions was more than frustrating.

Design Process

- Requirements List
 - I began simply with the understanding that I needed to tell a story of exploitation and redemption. I needed a limited number of characters (a victim, a father figure, and a Christ character) and series of scenes through which to move and grow.
 - To tell my story, I would need a digital platform with room for interactivity. In the past, I had seen this accomplished through social media components, interactive presentations, basic websites, or a blend of the like. I would have to decide which platform was the best fit for my story.
 - I had to decide how to meet readers where they were. This decision includes considering how readers use digital media and how a digital story might go beyond just a website or other single medium to become a transmedia experience. Transmedia stories must surround users with everything they need to make the story complete.
 - As dictated by the guidelines of the class, a live event would be required for the project to take the digital experience of The Justice Story in the the reality of time and space. I needed an event that would allow users to see, hear, and experience the world of the characters
- Design Alternatives

- After beginning to apply the age-old themes of the gospel of Jesus Christ to a worldly character trapped by modern slavery, the scripts basically wrote themselves. I was surprised at how easy it was to fit a character and victim of human trafficking into the archetype story of Christ's redemption. I suddenly found even small details in the life of a sex slave had significant metaphorical meaning. I needed an actress to play the part of my main character and to narrate the story as it was happening. I decided early on to have an explicit reveal of the overarching metaphor, but to leave it to the end of the fictional story portion.
- Several different design alternatives and prototypes can found elsewhere in this post mortem document. To host the story, I originally considered a simple interactive story with video, pictures, and sound. Other ideas included a hub site for a fictional non-profit organization, a gallery site made up of user-submitted videos, a live tweet session of the story events as they unfolded, and the location-based interactive site that is currently being utilized.
- A lack of user interactivity beyond simply clicking through pictures is what eventually disqualified my original idea of an interactive story PDF. I wanted users to, in a very real way, get out of the story what they put into it. Setting up a PayPal account crossed my mind with the intention of asking users to donate to fight human trafficking. Submitting video based on my published scripts and conversations via Twitter also contended for the interactive portion of this project.
- The live event might have been one of the largest factors in finally deciding on which design alternative to pursue. I enjoyed the idea of leading a physical tour through a story I had created, especially when augmented by a digital story component. I began to move forward on a prototype based around providing readers with physical location information with the intention of at one point leading a group of readers through the story myself, even though I was not strictly needed.
- Prototypes
 - When writing the scripts and developing characters, I already had my friend Cait in mind as the actress who would play the victim. Not coincidentally, the character's name ended up being named after the actress, and I began briefing my friend on how she might play the character on camera. This is one instance, however, when things come together better than expected. I hadn't had time to film Cait acting her part in time for the deliverable deadline, and instead I simply used audio recordings of her reading the script. I and others to whom I showed the product liked this voiceover so much that I have included only voice acting in the final product. With only Cait's voice as the narrator, one can visualize their own version of the victim, paired with the actress' stunning voice performance.
 - After building and revising prototypes for several of the design alternatives I had considered, the choice for a final product began to take shape. An interactive PDF was severely lacking in any kind of meaningful user interaction. There might have been ethical issues with building a site to mimic a real non-profit organization with the opportunity to donate funds. A user-created video gallery

required much initial user interactive that I might not have accrued. Live tweeting a story of this many layers also required rapt reader attention, something I did not have early in the process. While many of these may have been legitimate ideas for the final product, I finally decided on a digital story that also focused heavily on anchoring itself in real locations.

- The story was my first priority in initially creating the story. I hosted the videos I had created on a basic Wordpress site. I originally included coordinates to a location in Muncie with every chapter so that the reader might feel inspired to visit the places described. Eventually I would remove this and add Google maps so that readers could explore right from their computers. A Gmail account and Twitter were necessary in providing readers to contact and interact with the project. Hubs for links and managing articles also became part of the story that readers could access.
- The story site was initially equipped with an opportunity for readers to schedule a tour with the owner of the site. After use Google Maps to save a personalized map, the tour page also includes a detailed map of every site visited in the story. The Justice Story tour would be one of my favorite aspects of the project. Getting to lead a group of friends through the places I had marked out and the story I had written would be humbling and exciting.

- Evaluation

- Many people reported not being able to find or not noticing the navigation at the top of the page. Many expected to find these buttons near the videos in the main content area. This, thankfully, was a quick change, and the navigation is now much more intuitive.
- Respondents indicated that they would expect the reveal of the metaphor to be in the form of video similar to the videos included in each individual chapter. Up until that point in production, this reveal was being accomplished through a simple text explanation.
- Coordinates as location information are outdated: much feedback was collected referencing confusion to using coordinates to locate the places described. After revision, each story chapter now includes a map with address to ease in readers' finding each location.
- Through both the formal evaluation and informal suggestions from the course instructor, I discovered that a certain lack of clarity about the project was leading to confusion among readers and even the assumption that locations mentioned on the site were real sites of human trafficking activity. A simple text widget on the front page of the site now sheds light on this confusion.

Timeline + Scope

- Sometimes deadlines help with creativity and sometimes they don't. In the case of creating the initial story and working out the metaphor, deadlines helped me along. Having to have certain elements created at a certain time found me reaching to put the narrative together. This turned out to be easy than I had expected and I am really rather proud of the narrative I was able to write.

- The dark side to deadlines is they can sometimes extinguish creativity in favor of efficiency. There were some times that a deadline for the research portion of the class would prevent me from putting as much as I would have liked into the creative deadline for the week. This was probably honestly also due in part to procrastination, but it did sometimes come down to a choice between one or the other. In the case of prototyping too, I found myself dreaming up simpler ideas to prototype so that the creation of the low-fidelity prototype took less time.
- I find that parts of the project that had me just chugging away at designing a prototype in InDesign or building the website were easier than the more abstract conceptualizations required by the project. Certainly the brainstorming and creating of alternatives set me up well, but these processes often took longer than the creative groundwork of building or designing. Moving forward, I would prepare for this by leaving myself more time to brainstorm and conceptualize my project, while also knowing how quickly I can design or build a site under pressure.
- As I came out of the evaluation interview with the instructor, I realized that I had a lot of work to do. I got a lot of great feedback on what I could do to round out my site. I think that my sight grew more complete in the next 48 hours that it had in all the weeks previous. Having a little evaluative direction helped tremendously in shaping the project and allowed me to get my mind behind it. In future projects, I hope to work in groups that will provide some of this feedback.

Next

- There would be several changes I would make to my process if I were to attempt this project again, not the least of which would inviting a team alongside me. I have come to value the constant feedback and accountability that a team provides, even if I have to sacrifice some creative control.
- Even without a group, however, I would invite many more people into the evaluative process if restarting this project. The evaluation laid out in this project was great example of a semi-formal survey. I feel that the insight I received by this survey was exceptional, and I would want to evaluate even more often to collect further insight. This, I believe, is one of the cornerstones of the Life Cycle design model, and I assume that, given the time, I would include many more formal and informal evaluation sessions.
- Steven Covey says that beginning with the end in mind is one of the habits of a highly effective person. Doing this project again, I would maybe take so much of my focus off of the narrative and put it on the final user experience. I found that even with the videos of the story in place, the experience and story were not complete. I would focus on the interactive pieces that might fill out the story rather than just the story pieces over which I had control.

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Appendix I: Design Alternatives (Original concept prototyped as Design Alternative 1)

- 1 (Prototyped as Design Alternative 2) Include all media as if created by the fictional final anti-human trafficking organization. The story would be then, more strongly, that this anti-trafficking organization had been founded as a result of the fictional story. The website would pretend to be the website of a real anti-trafficking org; it would look as official as possible, and the media could be found in the “About” or “History” sections.
 - a Goal application: The original goal of the project would still stand. It would just be shifted as readers more strongly believed that the reason they were “reading” the story was to find out the history of this organization.
 - b Pros and Cons:
 - i Pro: A stronger correlation between the guts of the story and the resolution of the story
 - ii Pro: A legitimate way to organize pieces of media and links to other sites
 - iii Con: Exploring an organizational website can be dry and may turn people away.
 - iv Con: The story functions better in a semi-chronological order.
 - c Altered Requirements
 - i A shift from a dirty, grungy aesthetic for the site to a business professional one.
 - ii Signposts would no longer include a linear graphic at the bottom of the screen.
 - iii Scripts for video clips would have to sound more professional; they would have to be seen as “appropriately emotional”
 - d Potential New Requirements
 - i Designing full business professional web layouts
 - ii Writing an organizational statement, credo, etc. to be used to make organization seem more professional
 - iii Creating links at the bottom of each page of content to different pages to keep people clicking through the story.
 - e Potential Prototyping
 - i Site outline prototypes for an organizational website with consistent branding throughout
 - ii Drafts of purpose, vision statements for an organization
- 1 Use an event within a church or other organization to gather actor/participants and film the scripts needed for the interactive story, compiling the best clips for presentation.
 - a Goal application: Crowdsourcing the need for actors will, if nothing else, create a sense of community around the creation of the project, as well as an awareness of the topic among those who participate in the event.
 - b Pros and Cons:
 - i Pro: A very dynamic live event

- ii Pro: A potentially more personal experience for the readers of the final product. They may connect better to the idea of a community acting out the scenes.
 - iii Con: Not as much control over the quality of performance.
 - iv Con: Scheduling an event with many people.
 - c Altered Requirements
 - i Scenes would no longer require specific actors.
 - ii “Past pictures” and other media of the characters would be shot after editing the video clips for consistency
 - iii Script pull quotes, if included as art elements, would be changed to reflect actors’ inconsistencies with the script.
 - d Potential New Requirements
 - i An introduction to the project included in the presentation to explain the use of many different actors.
 - ii The explanatory video might include all of the actors included throughout the action scenes for consistency.
 - iii A blog for actors in the scenes to write a short blurb about their experience with the project and how it has changed their perspectives on the issues at hand.
 - e Potential Prototyping
 - i Gathering just a few friends together to prototype directing a group of people who have never worked with the script before
 - ii Editing pieces from other video clips together to experiment with how best to create a montage or conglomerate video effect.
- 1 Continuing to use the idea of real time/space integration, this design alternative would have scheduled live streamings of readings or playings of the script from the Muncie locations previously researched, allowing for the environment to be a larger part of the experience. This alternative would also invite users to tweet questions during the live stream that the actors would then answer live.
 - a Goal application: This alternative keeps the value of the message intact while providing a more dynamic backdrop for each of the scenes.
 - b Pros and Cons:
 - i Pro: Including background and environment is one more way to help readers visualize the setting of the story
 - ii Pro: Live-streaming and the opportunity to interact gives a larger sense of reality to the reader.
 - iii Con: Not everyone might be watching at the time of the live-stream. Videos of past streams would have to be uploaded afterward.
 - iv Con: Doing anything live ups the possibility of including or forgetting something detrimental.
 - c Altered Requirements
 - i Altering scripts to have the actor reference/motion specific environmental elements in their description of past events

- d Potential New Requirements
 - i Allowing for readers of the story to communicate with actors in real time, asking questions, etc. possibly via Twitter?
 - ii Include the coordinates of where each stream is coming from with each video.
 - iii Shooting and uploading photos of the actors doing the scenes the live to include on the site for the look of reality.
 - e Potential Prototyping
 - i Rehearsing doing a script live with each actor.
 - ii Writing questions that might potentially get tweeted at the live stream and practicing with the actors on how to answer.
- 1 Challenge readers to research stories of trafficked victims on their own using other trafficking sites and then write their own scenes that include the theme of redemption. Incentivize their work by casting and recording the best scripts for inclusion on the site.
- a Goal application: With this alternative, readers will be actively looking and researching the real conditions faced by trafficking victims. This will also provide exposure to other anti-trafficking sites and organizations.
 - b Pros and Cons:
 - i Pro: Reader has a richer experience with learning about trafficking and realizing themes of redemption
 - ii Pro: Reader has an incredibly personal connection to the story they create.
 - iii Con: Readers and contributors might miss the point of the project or create scripts that don't fit the message. In general, less control over the message.
 - iv Con: Moving readers to action with little incentive.
 - c Altered Requirements
 - i Pitch all the pre-written scripts
 - d Potential New Requirements
 - i Several detailed sets of instructions describing the project
 - ii Promotional photos, sound clips, etc. to demonstrate the look and feel the final product should emulate.
 - e Potential Prototyping
 - i Working with actors to anticipate different types of scripts that might come in from outside writers.
 - ii Researching possible locations to match those written about in scripts that come in.
 - iii Practicing quickly putting together actors, scripts, video, locations with time constraints.

Appendix II: Prototypes

Lo-fidelity Prototype
Design Alternative 1
Design Alternative 2
Design Alternative 3

[Title Text]

[Subtitle Text]

THE JUSTICE STORY I

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[Drop-down chapter menu on rollover.] [Each heading links to corresponding page on click. Current page highlighted as signpost.]

Home

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Chapter 1

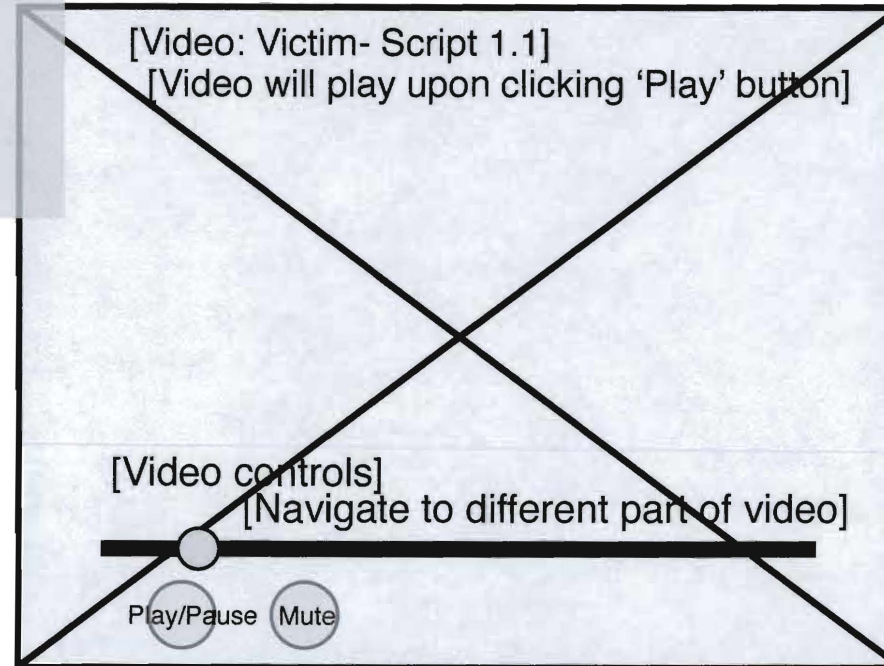
Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6



34

The Justice Story is really the culmination of the stories of millions of different men, women, and children who have been lied to, coerced, exploited, and enslaved. It is the story of the rescue mission and sacrifice of one freedom fighter that started a revolution of people standing up against modern slavery. More specifically, it is the digital and location-based story of the fictional anti-human trafficking organization known as Justice Story International.

[Body text]

While The Justice Story can be read completely online, each chapter of this story includes coordinates to a location in the city of Muncie, Ind. To deepen your experience with the story, travel to the coordinates listed and view the story on your mobile device, allowing the environment to color your story reading. Check back in on our blog for new listings of the coordinates of The Justice Story in a city near you.

[Read The Justice Story](#) 

[Links to Chapter 1 page on click]

[Title Text]

[Subtitle Text]

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CHAPTER 1

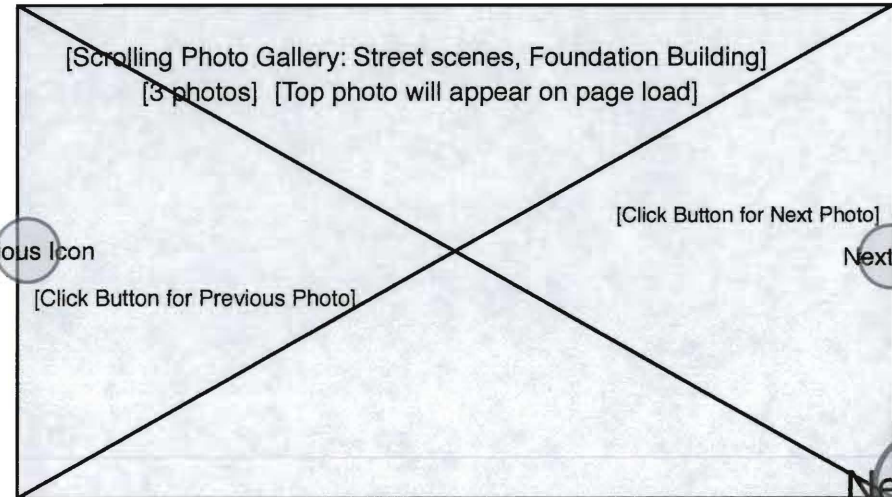
[Subtitle Text]

[Subtitle Text]

LATITUDE: 40.195578 LONGITUDE: 274.618339

The story begins at the site
of the first office of Justice
Story International (JSI)...

[Body Text]

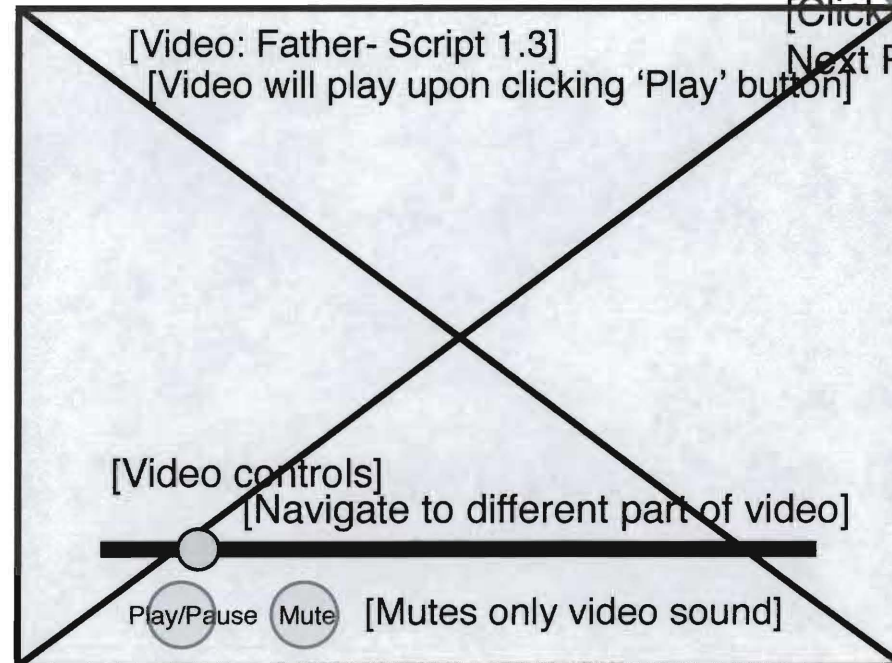


Previous Icon
Click Button for
Previous Page

[Video: Victim- Script 1.2]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]



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Click Button
Next Page

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[Each heading links to corresponding page on click. Current page highlighted as signpost.]

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CHAPTER 2

[Subtitle Text]

[Subtitle Text]

LATITUDE: 40.20179 LONGITUDE: 274.613253

They were in a world
already broken. [Body Text]

[Scrolling Photo Gallery: School parking lot, neighborhood]

[5 photos] [Top photo will appear on page load]

Previous Icon

[Click Button for Previous Photo]

[Click Button for Next Photo]

Next Icon

Previous Icon

Click Button for

Previous Page]

[Video: Victim- Script 2.1]

[Video will play upon clicking 'Play' button]

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]

[Video: Christ Character- Script 2.3]

[Video will play upon clicking 'Play' button]

Next Icon

[Click Button for

Next Page]

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]

[Title Text]

[Subtitle Text]

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CHAPTER 3

[Subtitle Text]

[Subtitle Text]

LATITUDE: 40.193054 LONGITUDE: 274.63455

The streets became her home.

[Body Text]

[Scrolling Photo Gallery: Exterior building shots]

[3 photos] [Top photo will appear on page load]

Previous Icon

[Click Button for Previous Photo]

[Click Button for Next Photo]

Next Icon

Previous Icon
Click Button for
Previous Page

[Video: Victim- Script 3.1]

[Video will play upon clicking 'Play' button]

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]

[Video: Father- Script 3.2]

[Video will play upon clicking 'Play' button]

Next Icon
Click Button for
Next Page

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]

[Title Text]

[Subtitle Text]

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[Drop-down chapter menu on rollover.]

[Each heading links to corresponding page on click. Current page highlighted as signpost.]

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CHAPTER 4

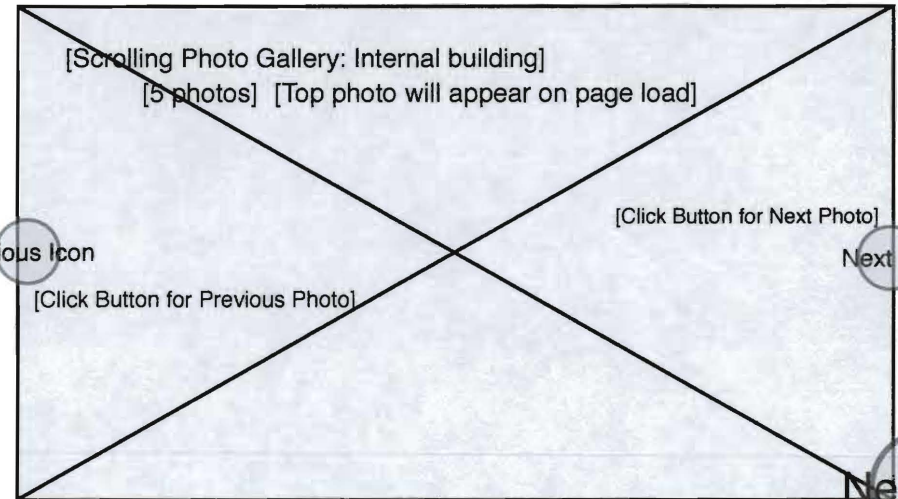
[Subtitle Text]

[Subtitle Text]

LATITUDE: 40.191169 LONGITUDE: 274.633906

She was being held
and there was a
price for escape.

[Body Text]



Previous Icon
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[Video: Victim- Script 4.1]

[Video will play upon clicking 'Play' button]

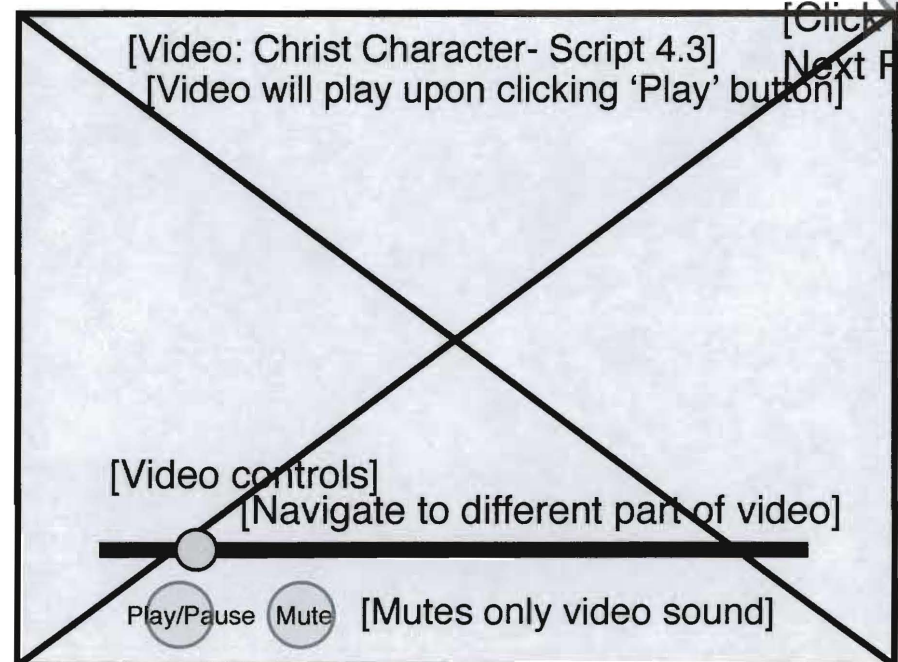
[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]



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CHAPTER 5 [Subtitle Text]

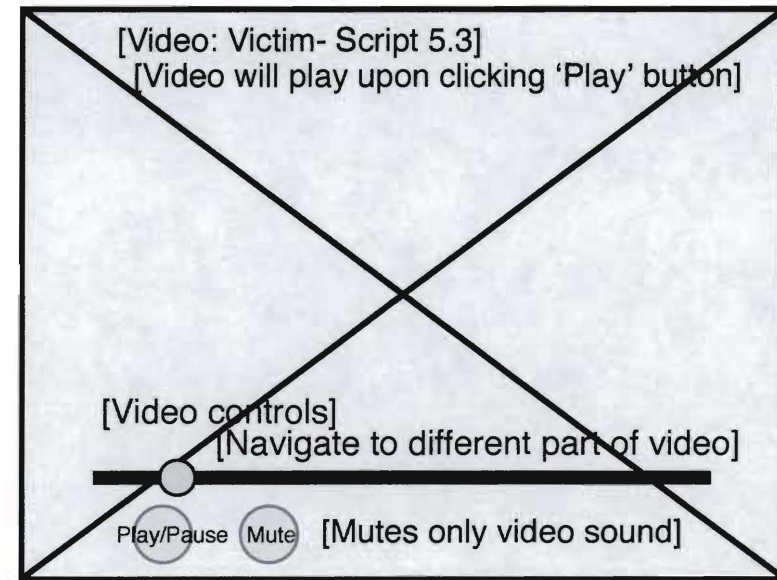
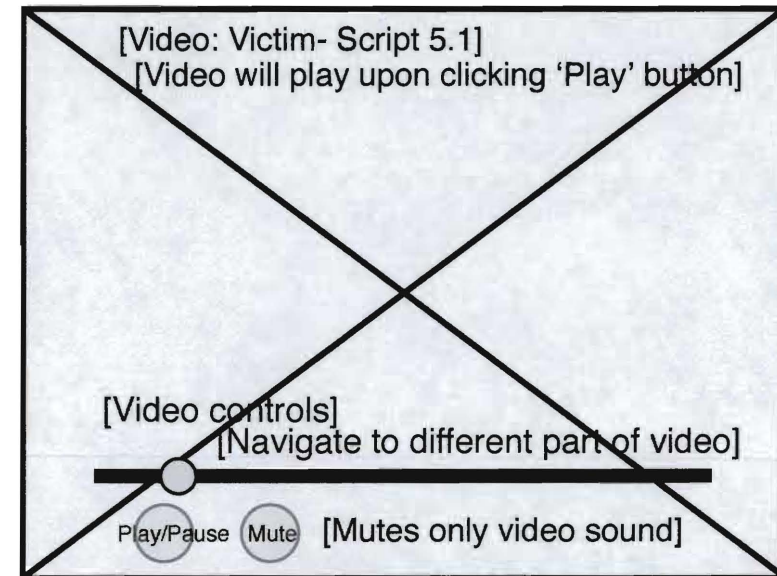
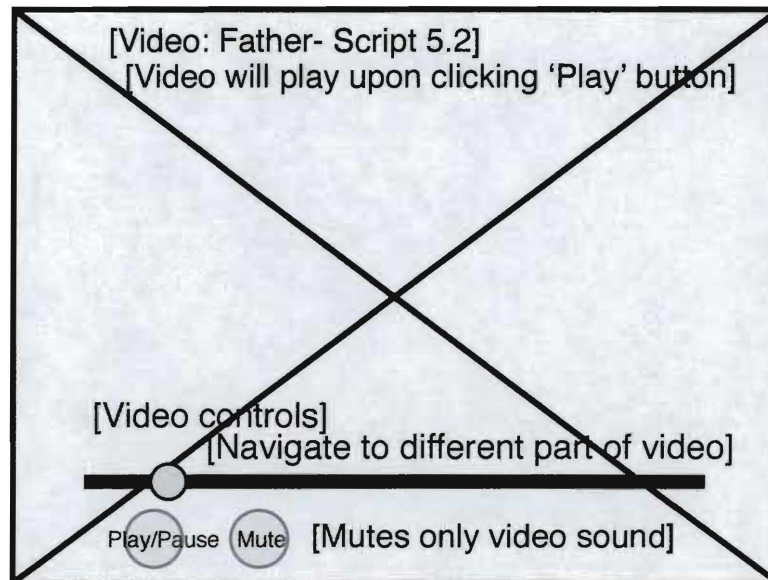
[Subtitle Text]

LATITUDE: 40.201224 LONGITUDE: 274.597943

Is healing possible? [Body Text]

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Next Icon
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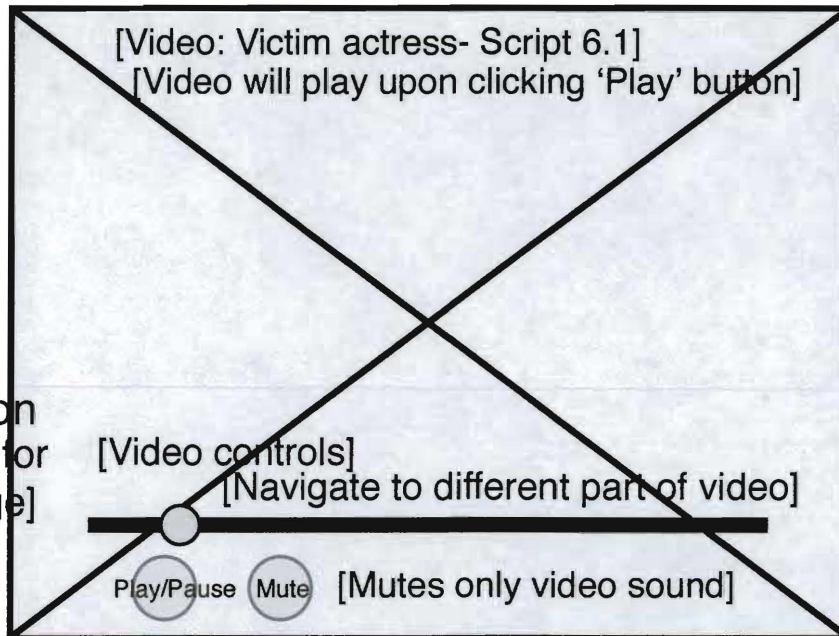


THE JUSTICE STORY I

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CHAPTER 6

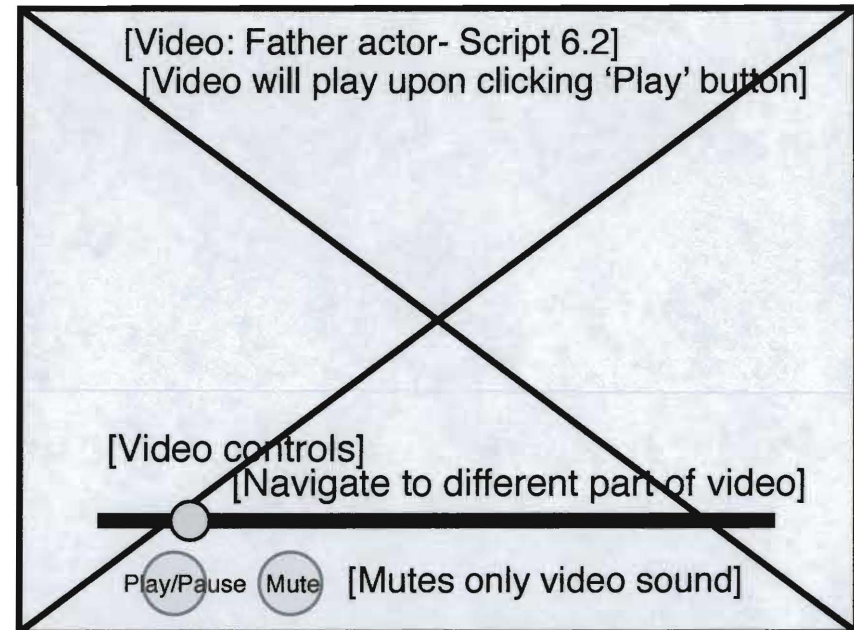
[Subtitle Text]



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[Body Text]

The most common misconceptions about human trafficking are that this is an issue affecting only a small amount of people very far away from us. To the contrary, there are 27 million trafficked persons worldwide in virtually every nation, including 100,000 children in the United States. [\[Links to Learn More & Take Action page on click\]](#)
Learn how to **TAKE ACTION** to fight back.



The most common misconception about Jesus Christ is that Christianity is just a religion. In actuality, a relationship with [\[Body Text\]](#) Jesus Christ involves confessing one's disconnection from God (called sin) and accepting Christ loving gift of forgiveness. All we have to do to accept this gift to choose to believe.

LEARN MORE about a relationship with Christ

[\[Links to Learn More & Take Action page on click\]](#)

[Title Text]

[Subtitle Text]

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[Each heading links to corresponding page on click. Current page highlighted as signpost.]

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LEARN MORE [Subtitle Text]

[Body Text]

To donate or raise awareness to end global human trafficking, visit:

- Not For Sale Campaign
- Polaris Project
- International Justice Mission
- Redlight Children Campaign
- Slavery Footprint
- The Defender Foundation
- Tiny Hands International
- Men Against Sexual Trafficking

For more information on the simplicity of a loving, personal relationship with Jesus Christ, visit:

- www.4laws.com
- www.thestory.com
- www.cru.org/how-to-know-God
- uncover.org.uk

[Title Text]

[Subtitle Text]

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Twitter Icon

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[Each heading links to corresponding page on click. Current page highlighted as signpost.]

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SCHEDULE A PERSONAL TOUR [Subtitle Text]

[Body Text]

For even an even more personalized Justice Story experience, schedule a personal, guided tour through the story's physical and digital realities. Your guide is knowledgeable of the tour, the locations, issues of human trafficking and spirituality.

Schedule a tour by contacting: **thejusticestory@gmail.com**

[Title Text]

[Subtitle Text]

Facebook Icon

Twitter Icon

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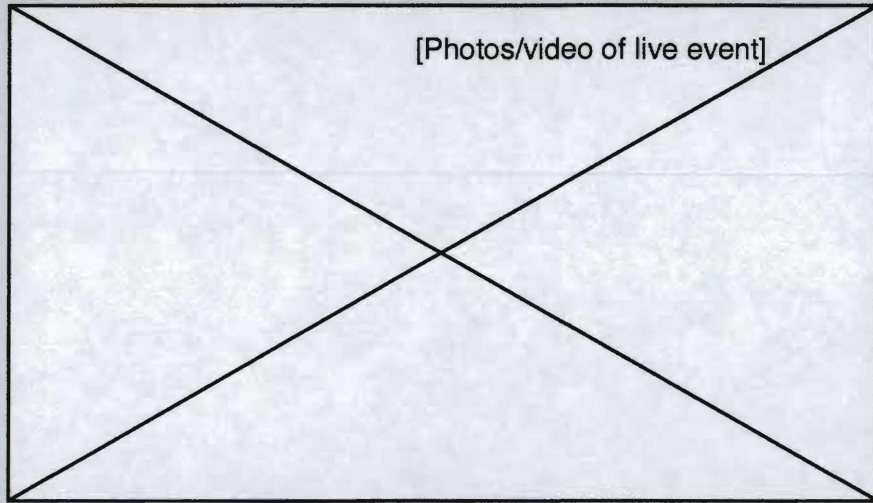
March 23rd, 2013

[Blog post format]

[Click and drag to view all
blog post content]

Check out these pictures and video clips
submitted by people who have gone
through The Justice Story in Muncie.

[Photos/video of live event]



You can read the story online or add
to the experience by travelling to the
coordinates listed for each chapter.
Send pictures and stories of your
experience with The Justice Story to

thejusticestory@gmail.com

[Title Text]

[Subtitle Text]

THE JUSTICE STORY | Change your location. Change your perspective.

Facebook Icon

Twitter Icon

[Drop-down chapter menu on rollover.]

[Each heading links to corresponding page on click. Current page highlighted as signpost.]

Home Read The Justice Story Learn More & Take Action Schedule a Personal Tour Blog **Contact & Share**

Once you've learned all about who we are and what we're all about, share us with your friends on social media to help us on our mission!

[Body Text]

Facebook Icon

Twitter Icon

[Links to and posts on corresponding media on click.]

Got feedback, comments or stories of your own? Contact us at [Body Text]

thejusticestory@gmail.com

[Large Photo 1: Urban Street scene]

[Page sounds 1: Ethereal background sound]

[Background page sounds will begin after video]

[Click Button to mute page sounds]

Mute Icon

[Video: Victim- Script 1.1]

[Video will play on page load]

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

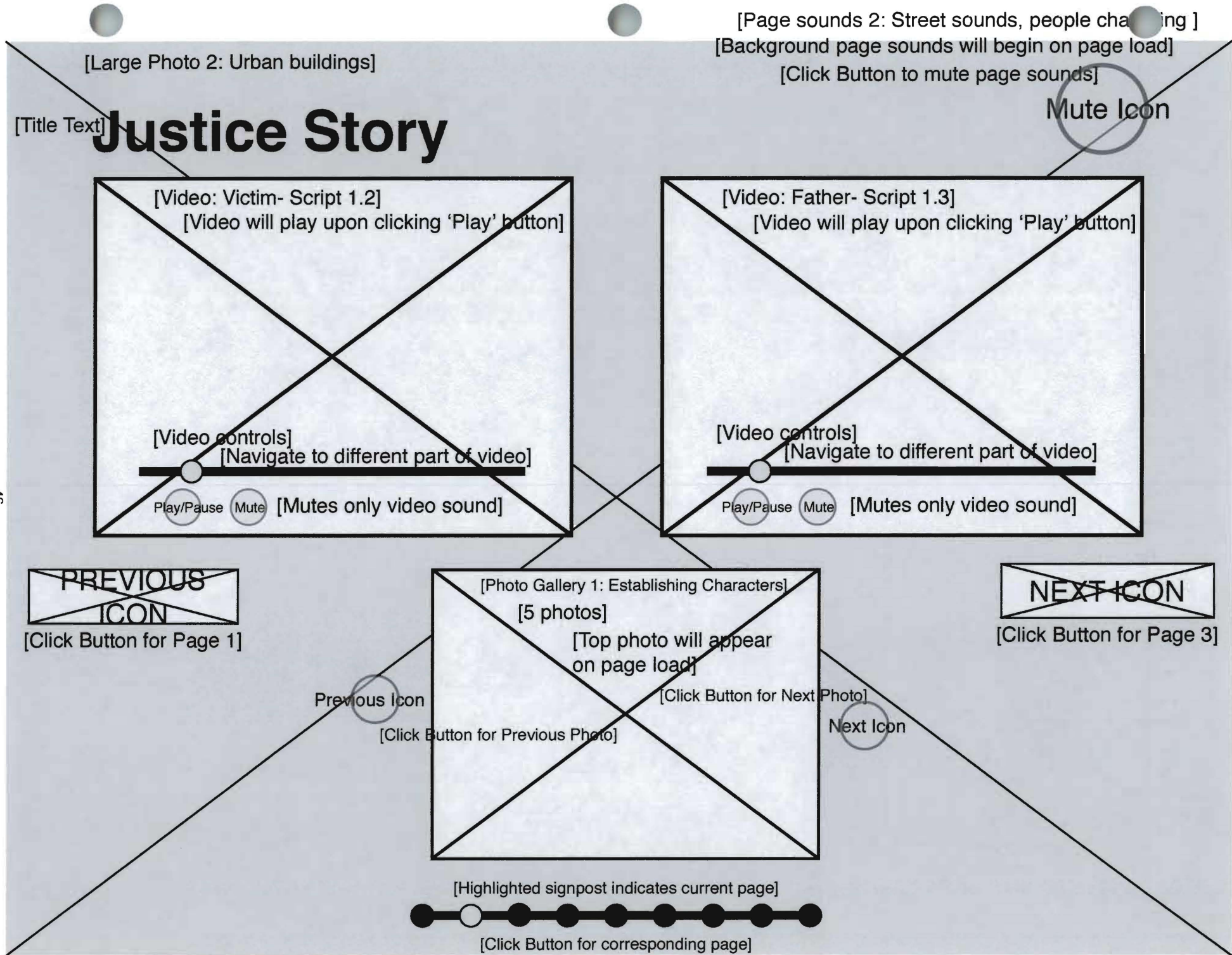
[Mutes only video sound]

[Title Text]

Justice Story

ENTER

[Click Button for Page 2]



[Large Photo 3 : High school]

[Page sounds 3: school sounds, students]
[Background page sounds will begin on page load]
[Click Button to mute page sounds]

[Title Text]

Justice Story

Mute Icon

[Video: Victim- Script 2.1]
[Video will play upon clicking 'Play' button]

[Video: Former friends- Script 2.2]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]

Play/Pause Mute [Mutes only video sound]

PREVIOUS
ICON

[Click Button for Page 2]

NEXT ICON

[Click Button for Page 4]

Previous Icon

[Click Button for Previous Photo]

[Click Button for Next Photo]

Next Icon

[Highlighted signpost indicates current page]

[Click Button for corresponding page]

[Large Photo 4 : Smiling family photo of Christ Character]

[Page sounds 4: muffled father/son conversation]

[Background page sounds will begin on page load]

[Click Button to mute page sounds]

[Title Text]

Justice Story

Mute Icon

[Video: Victim- Script 2.3]

[Video will play upon clicking 'Play' button]

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]

[Video: Christ Character- Script 2.4]

[Video will play upon clicking 'Play' button]

[Video controls]

[Navigate to different part of video]

Play/Pause

Mute

[Mutes only video sound]

PREVIOUS
ICON

[Click Button for Page 3]

NEXT ICON

[Click Button for Page 5]

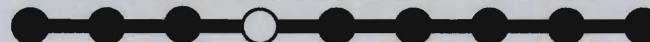
Previous Icon

[Click Button for Previous Photo]

[Click Button for Next Photo]

Next Icon

[Highlighted signpost indicates current page]



[Click Button for corresponding page]

[Large Photo 5 : Exterior Captive Building]

[Page sounds 5: external, industrial sounds]
[Background page sounds will begin on page load]
[Click Button to mute page sounds]

[Title Text]

Justice Story

Mute Icon

[Video: Victim- Script 3.1]
[Video will play upon clicking 'Play' button]

[Video: Father- Script 3.2]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]

Play/Pause Mute [Mutes only video sound]

PREVIOUS
ICON

[Click Button for Page 4]

NEXT ICON

[Click Button for Page 6]

Previous Icon

[Click Button for Previous Photo]

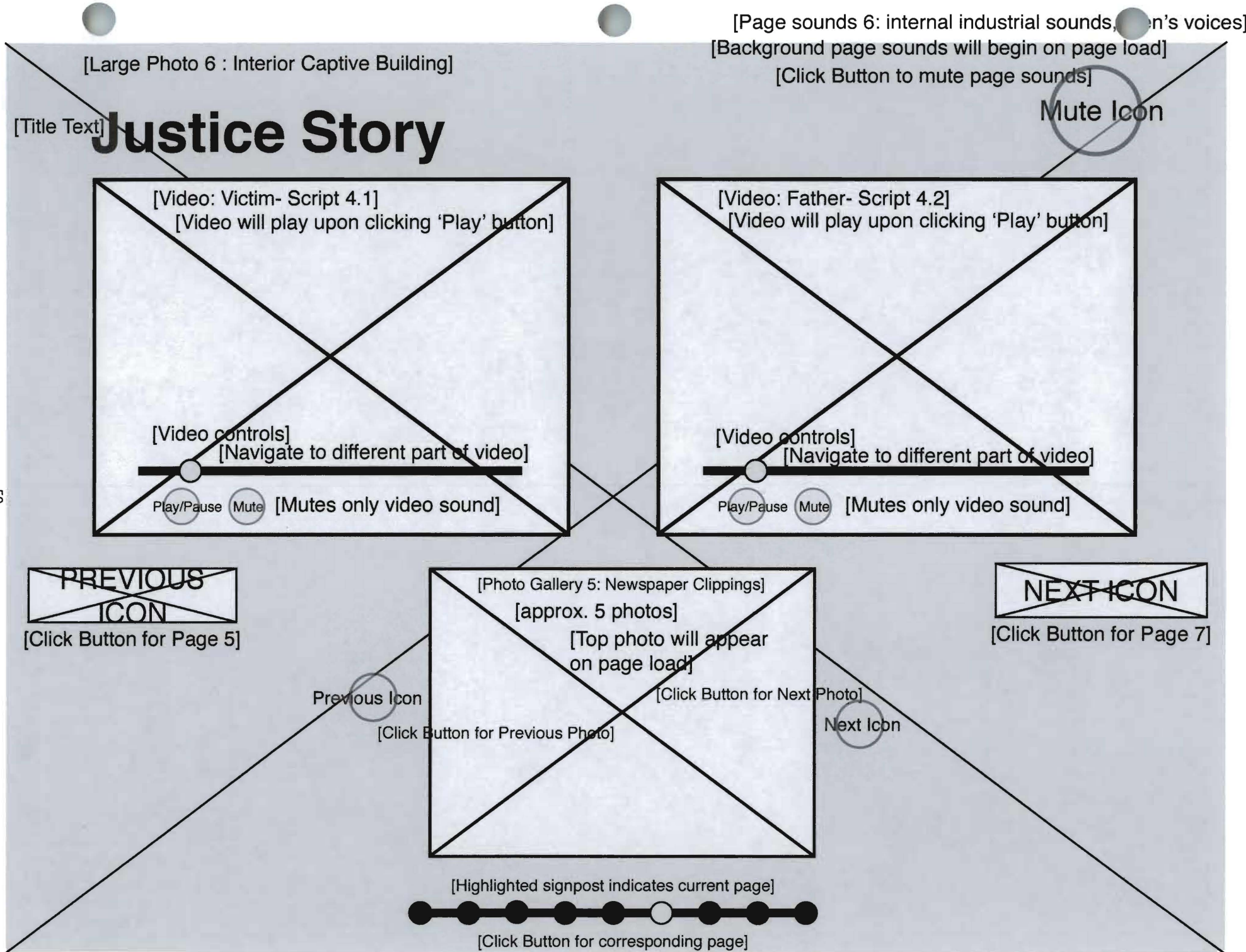
[Click Button for Next Photo]

Next Icon

[Highlighted signpost indicates current page]



[Click Button for corresponding page]



[Title Text]

[Large Photo 7 : Urban Building Front]

[Page sounds 7: urban sounds, 2 women talking]
[Background page sounds will begin on page load]
[Click Button to mute page sounds]

Mute Icon

Justice Story

[Video: Victim- Script 5.1]
[Video will play upon clicking 'Play' button]

[Video: Father- Script 5.2]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]

Play/Pause Mute [Mutes only video sound]

PREVIOUS
ICON

[Click Button for Page 6]

NEXT ICON

[Click Button for Page 8]

Previous Icon

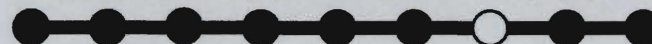
[Click Button for Previous Photo]

[Click Button for Next Photo]

Next Icon

[Photo Gallery 6: Victim on street, with friend, with father]
[approx. 5 photos]
[Top photo will appear on page load]

[Highlighted signpost indicates current page]



[Click Button for corresponding page]

[Large Photo 8 : Foundation event]

[Page sounds 8: exterior sounds, people talk excitedly]

[Background page sounds will begin on page load]

[Click Button to mute page sounds]

[Title Text]

Justice Story

Mute Icon

[Video: Victim and Father- Script 5.3]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]

PREVIOUS
ICON

[Click Button for Page 7]

NEXT ICON

[Click Button for Page 9]

Previous Icon

[Click Button for Previous Photo]

[Click Button for Next Photo]

Next Icon

[Highlighted signpost indicates current page]

[Click Button for corresponding page]

[Large Photo 9 : Victim, Christ Character, Father in natural setting]

[Page sounds 9: external, nature sounds]
[Background page sounds will begin on page load]
[Click Button to mute page sounds]

[Title Text]

Justice Story

Mute Icon

[Video: Victim actress- Script 6.1]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]

[Video: Father actor- Script 6.2]
[Video will play upon clicking 'Play' button]

[Video controls]
[Navigate to different part of video]

Play/Pause Mute [Mutes only video sound]

For more information about human trafficking, visit:

- Not For Sale Campaign
- Polaris Project
- International Justice Mission
- Redlight Children Campaign
- Slavery Footprint
- The Defender Foundation
- Tiny Hands International
- Men Against Sexual Trafficking

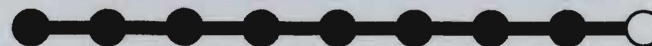
[Body Text]

For more information on the simplicity of a loving, personal relationship with Jesus Christ, visit:

- www.4laws.com
- www.thestory.com
- www.cru.org/how-to-know-God
- uncover.org.uk

[Body Text]

[Highlighted signpost indicates current page]



[Click Button for corresponding page]

REPLAY

[Click Button for Page 1]



[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

OUR HISTORY

WHAT WE DO

WHO WE ARE

LEARN MORE

TAKE ACTION

SHARE / CONTACT

[Scrolling Photo Gallery: Characters, locations from the story]

[8 photos] [Top photo will appear on page load]

● ● ● ● ● ● ● ●
[Gallery signposts]

[Click Button for Next Photo]

Next Icon

Previous Icon

[Click Button for Previous Photo]

[Caption for each photo]

[Subtitle Text]

Our founders Victim and Father at JSI's
inaugural ribbon cutting ceremony.

[This field is a photo of Christ Character]

WHO WE ARE [Subtitle Text]

[Body Text]

Learn about our passion
for fighting human trafficking

[Field links to WHO WE ARE page on click]

[This field is a photo of Victim]

OUR HISTORY [Subtitle Text]

[Body Text]

See how something great
grew out of something terrible.

[Field links to OUR HISTORY page on click]

[This field is a photo of Father]

WHAT WE DO [Subtitle Text]

[Body Text]

Learn how something grew
out of something terrible.

[Field links to WHAT WE DO page on click]



[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

OUR HISTORY

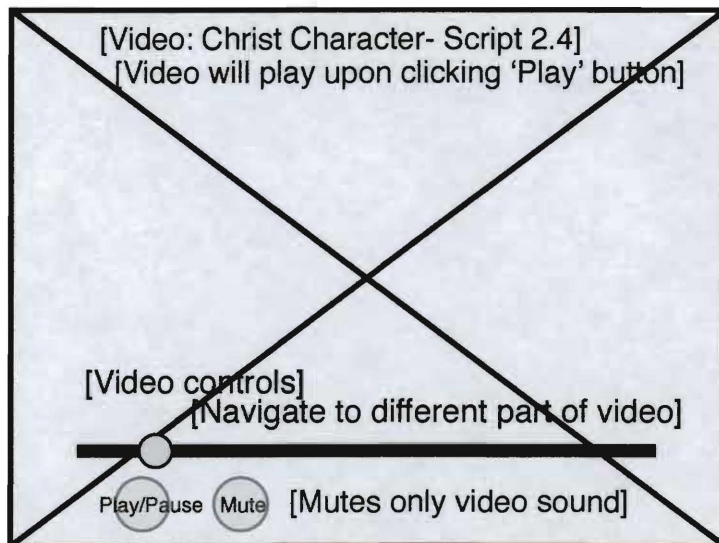
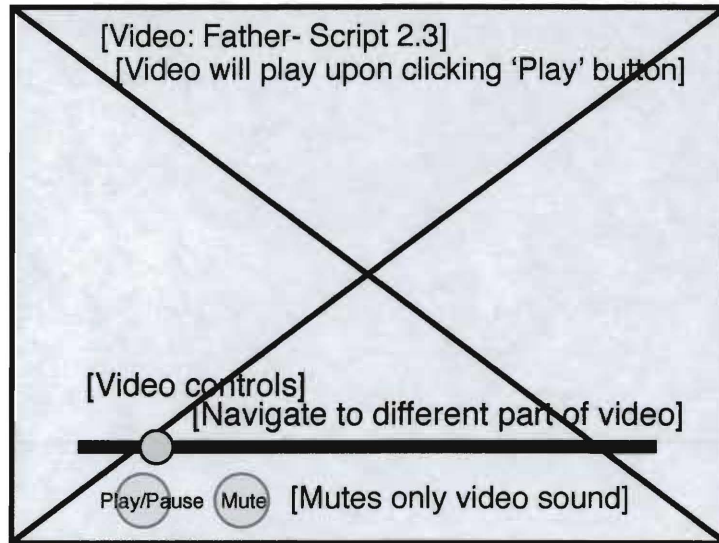
WHAT WE DO

WHO WE ARE

LEARN MORE

TAKE ACTION

SHARE / CONTACT



The story of JSI is the story of how one man's passion for justice and mercy changed everything. [Body Text]

In 2005, Christ Character and Father were just beginning their work in rescuing trafficked victims. Their work included rescuing all kinds of people from the darkness of modern slavery. Check out the top video to hear Father describe it. Lovingly committed to the people he saw repeatedly fall victim to the underground world of trafficking, Christ Character's heart would break for people caught in this disastrous cycle. He would see them use other vices like drugs and alcohol to deal with the pain. He saw them degrade themselves because they thought they were worthless. But Christ Character didn't think they were worthless.

Learn more about [WHAT WE DO.](#)

[Links to WHAT WE DO page on click.]



[Site Logo]

[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

OUR HISTORY

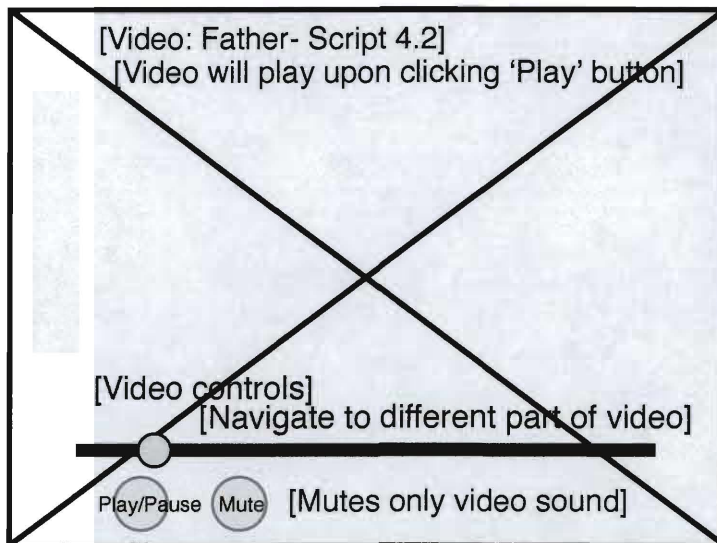
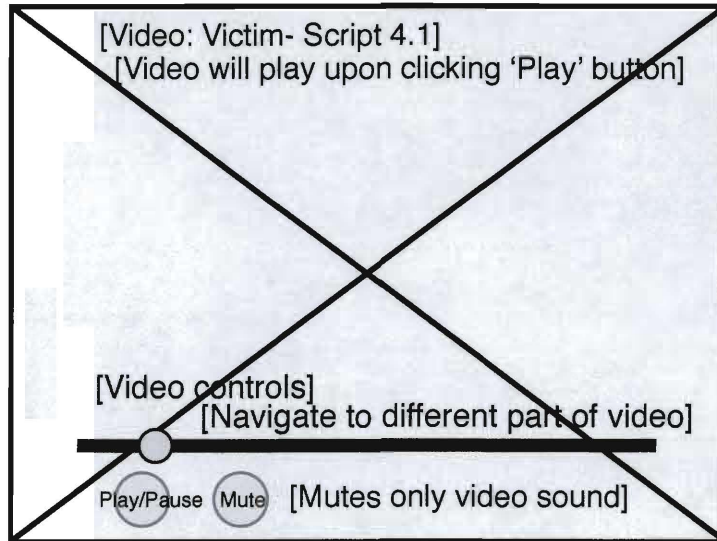
WHAT WE DO

WHO WE ARE

LEARN MORE

TAKE ACTION

SHARE / CONTACT



So what is it that JSI does? We follow the example of Christ Character. That will make more sense once you read [OUR HISTORY](#).

[Links to OUR HISTORY page on click.]

As an organization, we're all about rescuing people from exploitation, no matter the cost. Christ Character was willing to sacrifice his safety for one young woman's freedom, a woman that did not understand the sacrifice at the time. Check out the top video.

As Father says in the video, there was a debt that had to be paid for Victim that was rescued. Slavery is putting a price on human life, and that price had to be paid. Christ Character paid the ultimate price for Victim, but his sacrifice was not the end of the story.

Take a look at [WHO WE ARE](#) now!

[Links to WHAT WE DO page on click.]



[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

OUR HISTORY

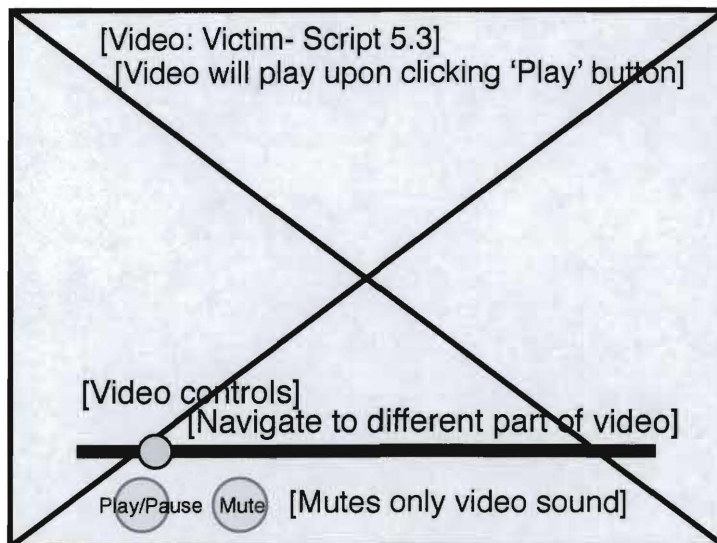
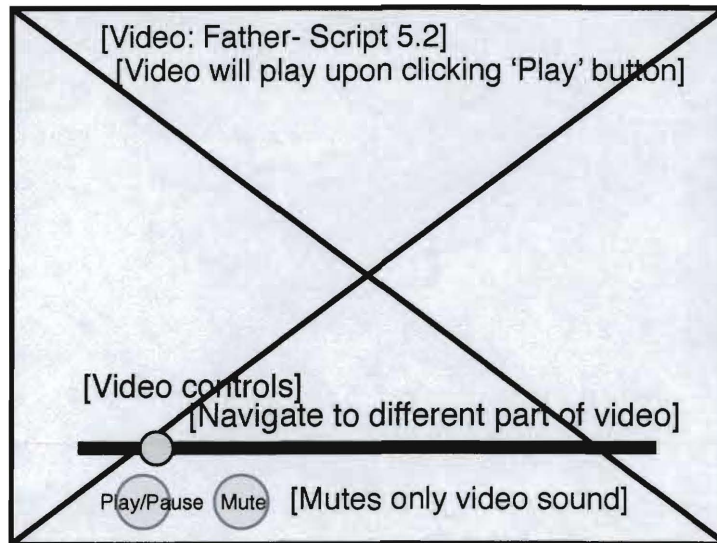
WHAT WE DO

WHO WE ARE

LEARN MORE

TAKE ACTION

SHARE / CONTACT



How JSI come to be what it is today? [Body Text]

Take a look at [OUR HISTORY](#) and [WHAT WE DO](#) and you'll already have a pretty good idea.

[Links to corresponding pages on click.]

We continue to take inspiration from the sacrifice of Christ Character. We believe that the only way to move forward is by reaching out to other in the same method of selfless grace. Many victims of human trafficking believe that they are dirty, second-class or worthless. Check out the top video to see why we believe otherwise.

In the legacy of Christ Character, and through the work of JSI, the law now works for us. Check out the bottom video to see the real foundation of JSI. We are working to free others with the same act of justice and grace shown by Christ Character. Now it's your turn.

[LEARN MORE](#) and [TAKE ACTION](#).

[Links to corresponding pages on click.]



[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

WHO WE ARE

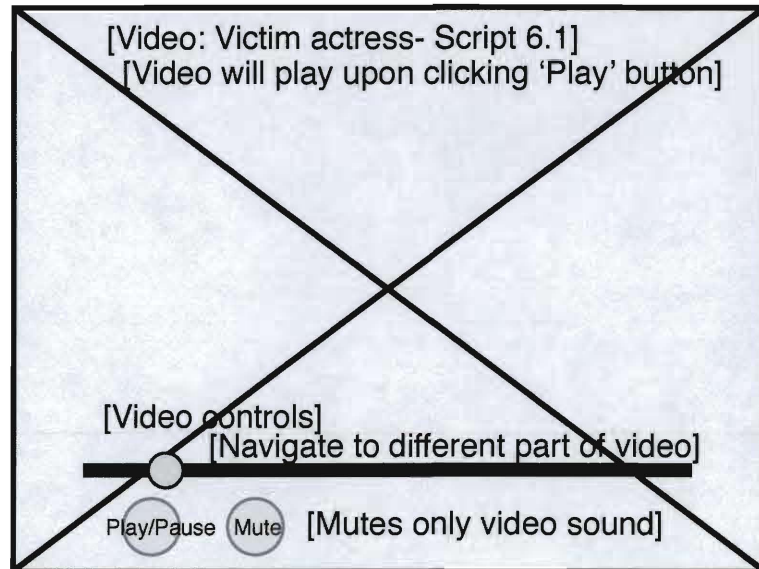
OUR HISTORY

WHAT WE DO

LEARN MORE

TAKE ACTION

SHARE / CONTACT

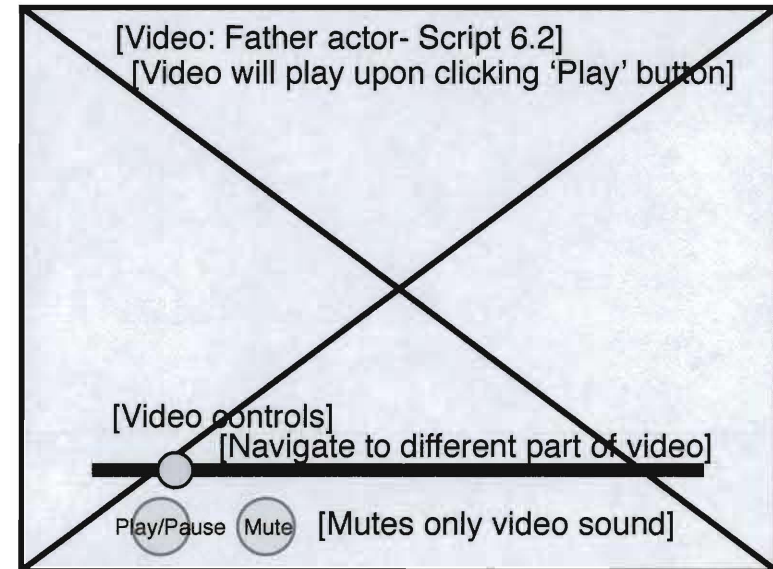


[Body Text]

The most common misconceptions about human trafficking are that this is an issue affecting only a small amount of people very far away from us. To the contrary, there are 27 million trafficked persons worldwide in virtually every nation, including 100,000 children in the United States.

Learn how you can [TAKE ACTION](#).

[Link Text]



[Body Text]

The most common misconception about Jesus Christ is that Christianity is just a religion. In actuality, a relationship with Jesus Christ involves confessing one's disconnection from God (called sin) and accepting Christ loving gift of forgiveness. All we have to do to accept this gift to choose to believe.

Learn how you can [TAKE ACTION](#).

[Link Text]



[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

WHO WE ARE

OUR HISTORY

WHAT WE DO

LEARN MORE

TAKE ACTION

SHARE / CONTACT

[Body Text]

To donate or raise awareness to end global human trafficking, visit:

- Not For Sale Campaign
- Polaris Project
- International Justice Mission
- Redlight Children Campaign
- Slavery Footprint
- The Defender Foundation
- Tiny Hands International
- Men Against Sexual Trafficking

[Body Text]

For more information on the simplicity of a loving, personal relationship with Jesus Christ, visit:

- www.4laws.com
- www.thestory.com
- www.cru.org/how-to-know-God
- uncover.org.uk



[Title Text]

JUSTICE STORY INTERNATIONAL

[Subtitle Text]

CHANGING PERSPECTIVES
WITH EACH TELLING

[Each heading links to corresponding page on click. Current page is highlighted as a signpost.]

HOME

WHO WE ARE

OUR HISTORY

WHAT WE DO

LEARN MORE

TAKE ACTION

SHARE / CONTACT



[Illustrations]



[Body Text]

Once you've learned all about who we are and what we're all about, share us with your friends on social media to help us on our mission!

Facebook Icon



Twitter Icon



[Links to and posts on corresponding media on click.]

[Body Text]

Got feedback, comments
or stories of your own?
Contact us at

thejusticestory@gmail.com

[Title Text]

THE JUSTICE STORY I

[Subtitle Text]

Change your perspective.

[Links to and posts on corresponding media on click.]

Facebook Icon

Twitter Icon

[Each heading links to corresponding section of page on click.]

Chapters

1

2

3

4

5

6

Learn More

Schedule a Personal Tour

CHAPTER 1

[Subtitle Text]

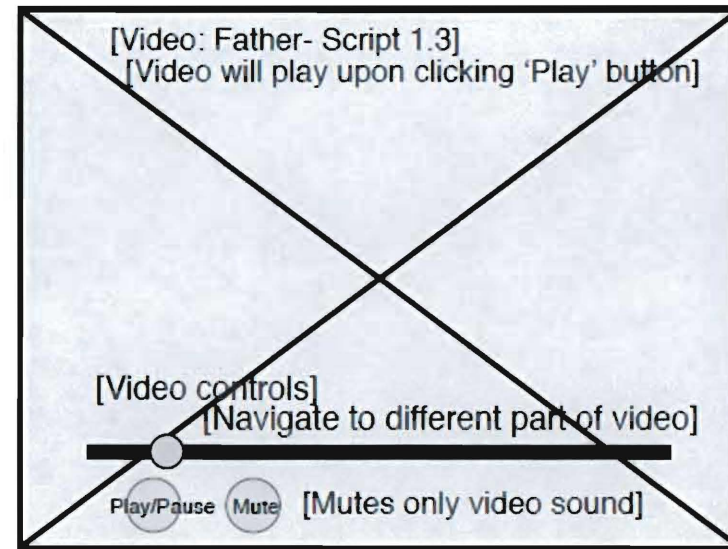
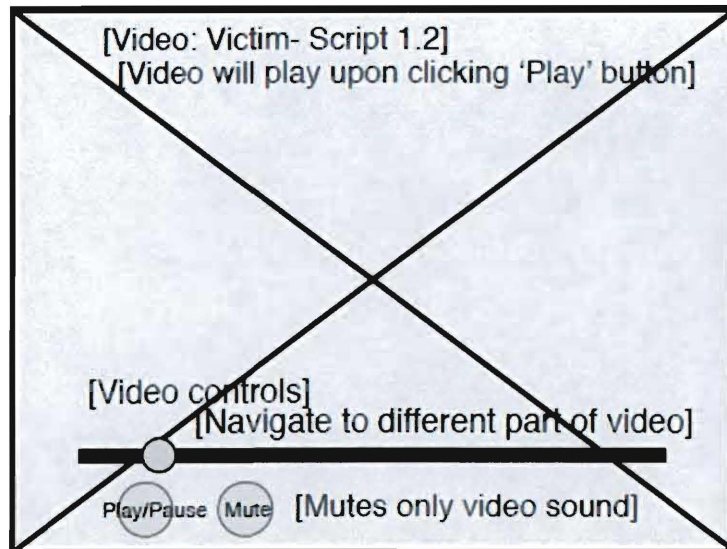
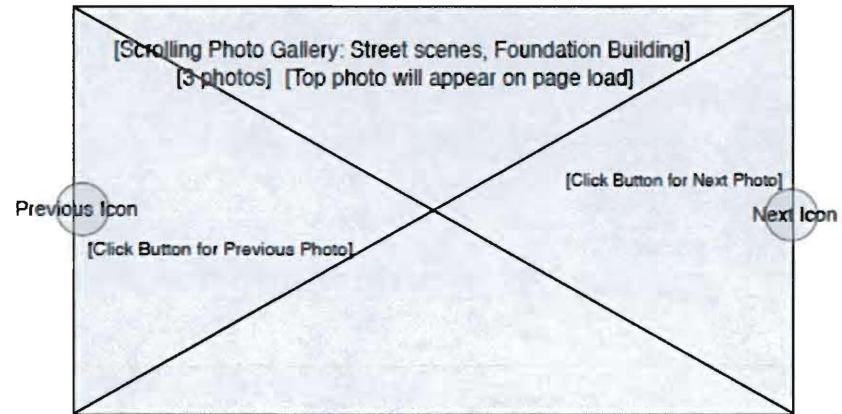
The story begins at the site
of the first office of Justice
Story International (JSI)...

[Body Text]

LATITUDE: 40.195578

LONGITUDE: 274.618339

[Subtitle Text]



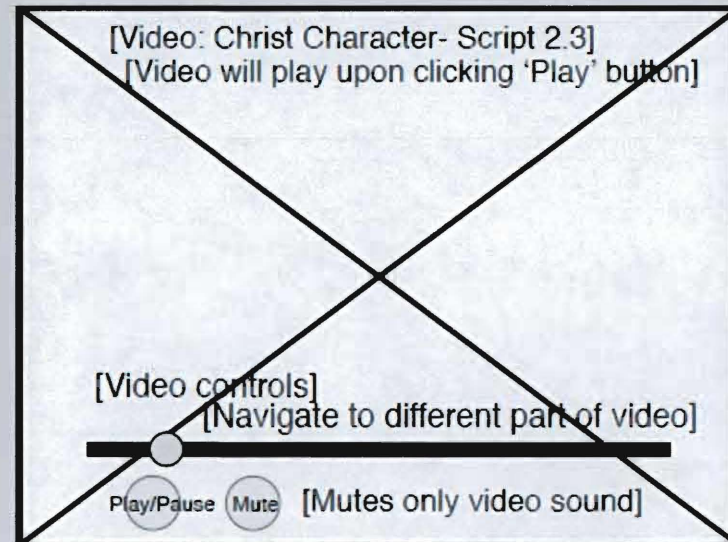
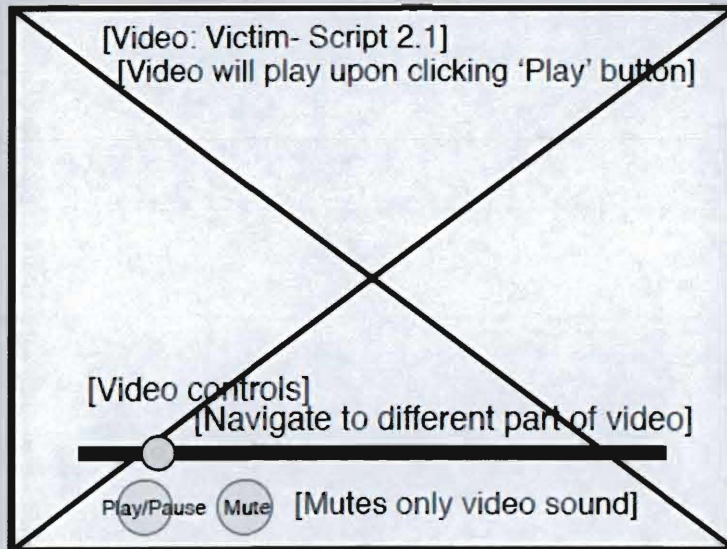
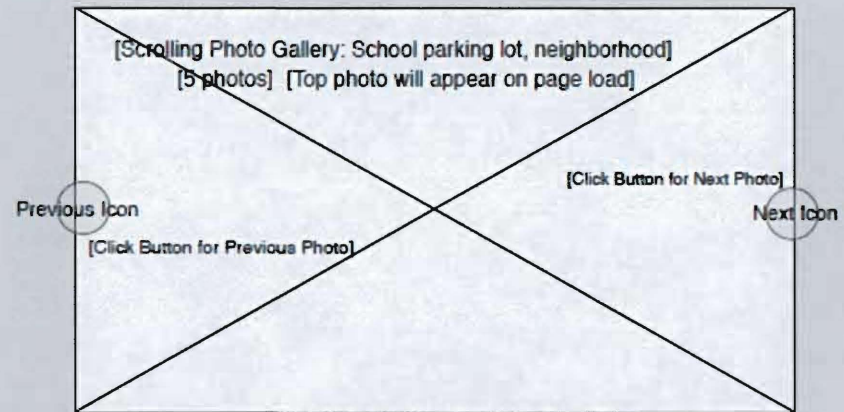
CHAPTER 2 [Subtitle Text]

They were in a world
already broken. [Body Text]

LATITUDE: 40.20179

LONGITUDE: 274.613253

[Subtitle Text]



CHAPTER 3 [Subtitle Text]

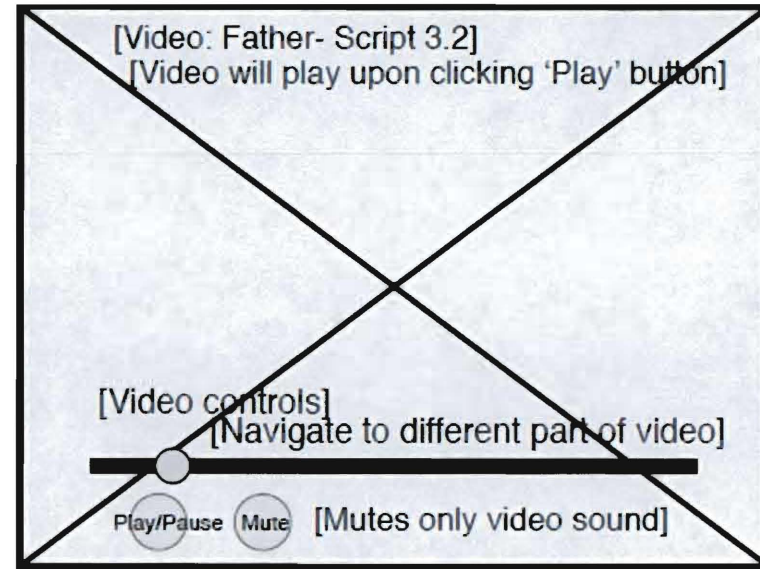
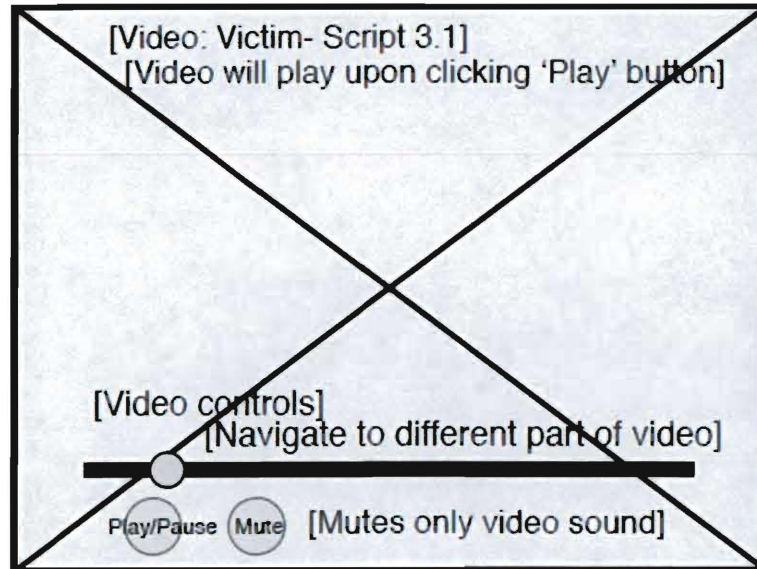
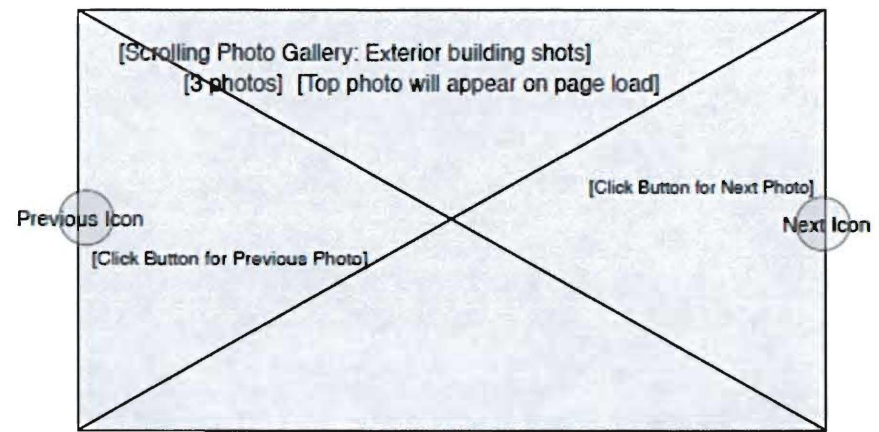
The streets became her home.

[Body Text]

LATITUDE: 40.193054

LONGITUDE: 274.63455

[Subtitle Text]



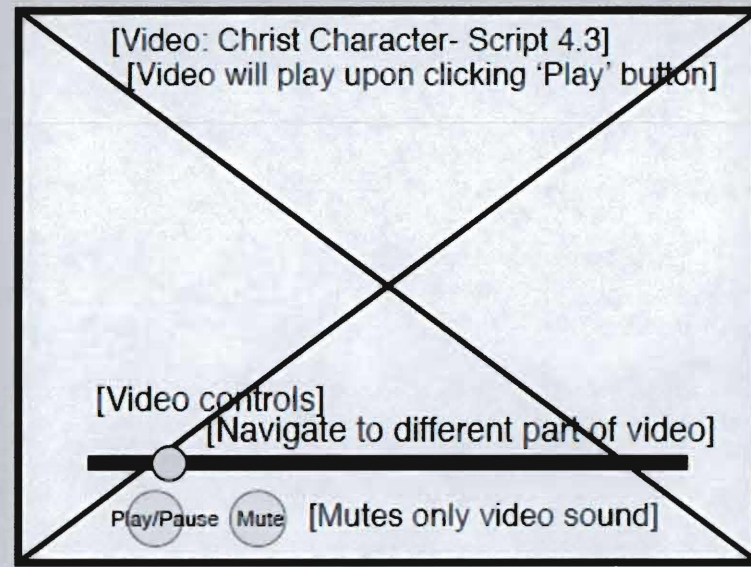
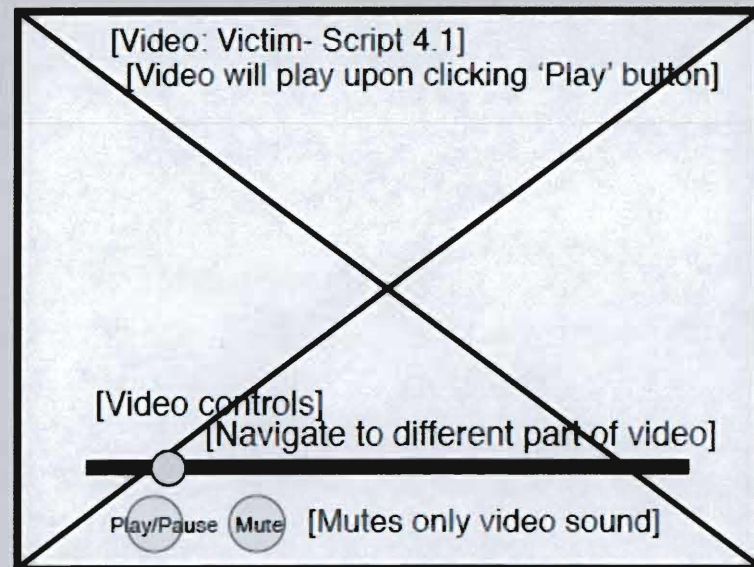
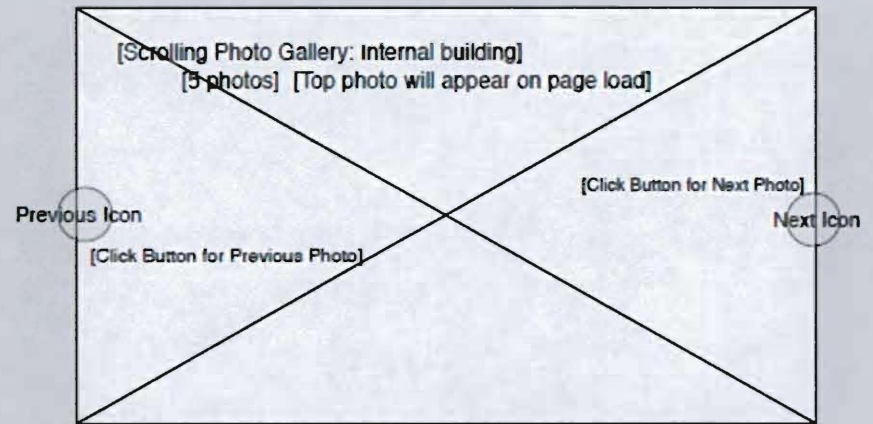
CHAPTER 4 [Subtitle Text]

She was being held
and there was a [Body Text]
price for escape.

LATITUDE: 40.191169

LONGITUDE: 274.633906

[Subtitle Text]



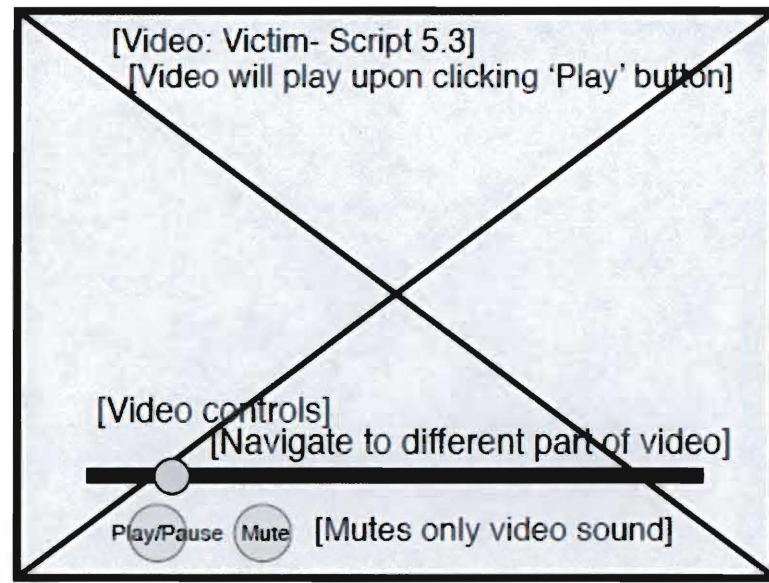
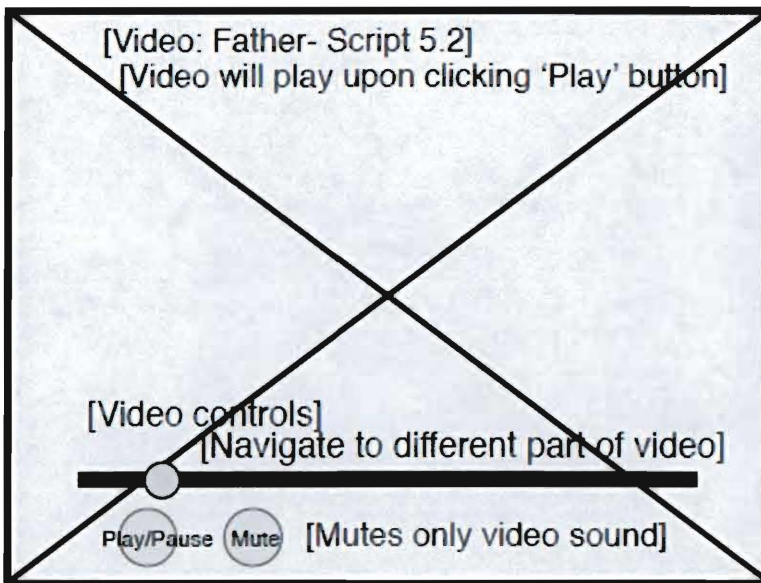
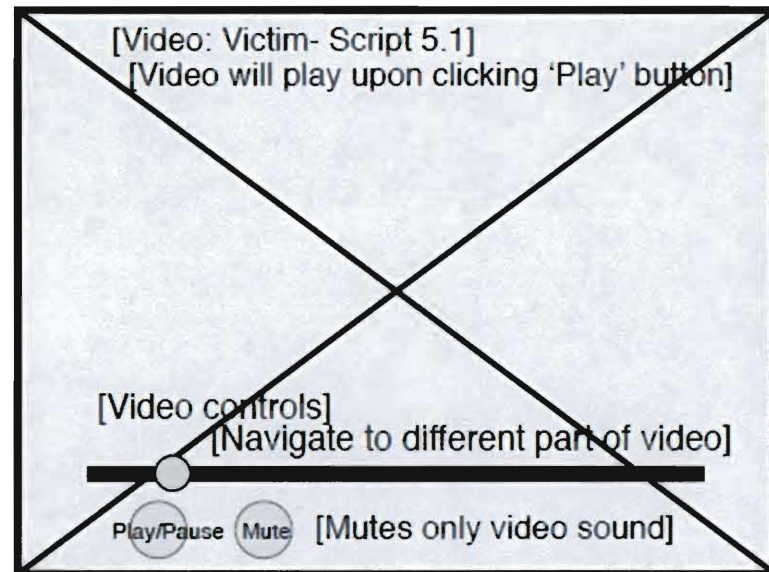
CHAPTER 5 [Subtitle Text]

Is healing possible? [Body Text]

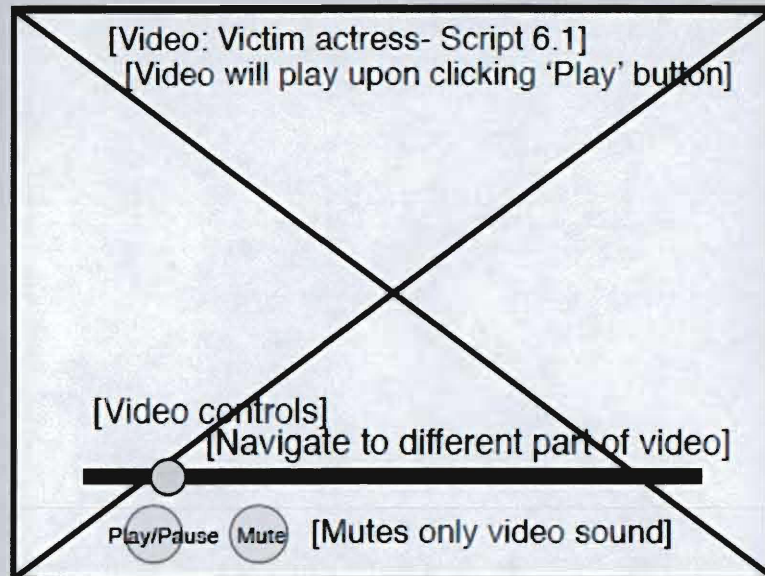
LATITUDE: 40.201224

LONGITUDE: 274.597943

[Subtitle Text]

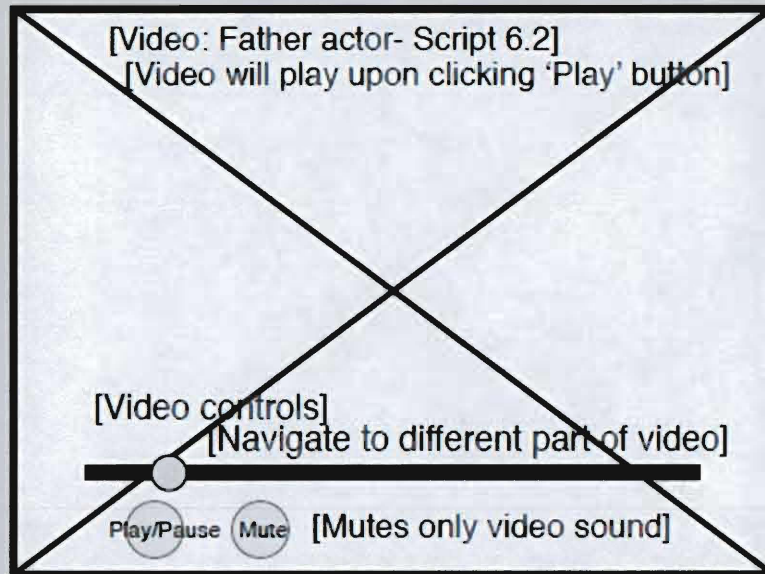


CHAPTER 6 [Subtitle Text]



[Body Text]

The most common misconceptions about human trafficking are that this is an issue affecting only a small amount of people very far away from us. To the contrary, there are 27 million trafficked persons worldwide in virtually every nation, including 100,000 children in the United States.



[Body Text]

The most common misconception about Jesus Christ is that Christianity is just a religion. In actuality, a relationship with Jesus Christ involves confessing one's disconnection from God (called sin) and accepting Christ loving gift of forgiveness. All we have to do to accept this gift to choose to believe.

LEARN MORE [Subtitle Text]

[Body Text]

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- Polaris Project
- International Justice Mission
- Redlight Children Campaign
- Slavery Footprint
- The Defender Foundation
- Tiny Hands International
- Men Against Sexual Trafficking

For more information on the simplicity of a loving, personal relationship with Jesus Christ, visit:

- www.4laws.com
- www.thestory.com
- www.cru.org/how-to-know-God
- uncover.org.uk

SCHEDULE A PERSONAL TOUR [Subtitle Text]

[Body Text]

For even an even more personalized Justice Story experience, schedule a personal, guided tour through the story's physical and digital realities. Your guide is knowledgeable on the tour, the locations, issues of human trafficking and spirituality.

Schedule a tour by contacting: **thejusticestory@gmail.com**

SHARE YOUR EXPERIENCE [Subtitle Text]

Facebook Icon

Twitter Icon

[Links to and posts on corresponding media on click.]

Appendix III: Expert Evaluation & Cognitive Walkthrough of Prototypes

Prototype 1 (Original concept)

- Expert Evaluation: none
- Cognitive Walkthrough
 - As it stands now as an interactive indesign file, the readers will not know to what site they are connecting. This might cause trepidation for readers (outside of people I personally invite) as they decide whether to enter the story.
 - The introductory video works to explain a little more about this story. It's a teaser video, alluding to topics of human trafficking. With only this kind of introduction, readers might still not understand why they should enter the story.
 - While on the body content pages readers have the freedom to choose which order they access content, the amount of interactive media (2 videos, a photo gallery, and background sound) might be overwhelming. Readers may wonder which video to watch first, or if they should view pictures in any particular order.
 - Navigation and signposts work well to guide readers to subsequent chapters and move them around the story.
 - The information to learn more on the final page works as a natural response to the wrap-up videos.
 - At the end of the story, readers are unable to share their experience on social media outlets because this story exists as a presentation and not a website. In general, this prototype is isolated from the rest of the web making it less accessible, less credible, and harder to share.

Prototype 2 (Design alternative 1)

- Expert Evaluation:
 - The idea of mimicking an actual justice organization might through some people. Even if it conceptually an interesting idea for a story, ethics requires the author to make it clear that the story is not in fact a real organization.
 - Twitter and Facebook icons should be clear that they are opportunities to share the story on readers' own social media and not links to story-owned media.
- Cognitive Walkthrough
 - The home page is familiar as a typical organizational web page. Readers will be comfortable with the layout: header, top navigation, scrolling pictures, etc.
 - Thinking that the site is for an organization, readers might only skim through content, foregoing the videos and missing the bulk of the story.
 - In-text references to video content work to build reader interest in watching videos.
 - In-text links to other story pages work to build reader interest in exploring different parts of the story.

- The written information and links on the 'Learn More' and 'Take Action' pages works as a natural response to the wrap-up videos posted on the 'Learn More' page.
- Social media and feedback opportunities work as options to react to the story.

Prototype 3 (Design Alternative 2)

- Expert Evaluation
 - Intriguing use of latitude and longitude, but ultimately confusing layout. Readers will not know what they are looking at upon accessing the site.
- Cognitive Walkthrough
 - The lack of an opening or homepage confuses readers. They have no context for the idea of chapters, the videos or pictures on the first page.
 - The latitude and longitude coordinates are not explained. Readers can only guess at what they are supposed to do with them.
 - Subtitling different sections as "chapters" works to demonstrate to readers how they should move through the story, even while they can still interact with different story elements at will within a chapter. These titles work well as signposts.
 - Chapter navigation works to link readers to different parts of the story.
 - Single page format, even with a scroll bar is inefficient as readers attempt to navigate quickly through content. Similarly, the lack of navigation within each chapter section forces readers to scroll long distances or navigate from the top.
 - The option to schedule a personal tour conveys a sense of reality and personality to the reader, though because of the confusion with what the locations mean, this aspect too is confusing.
 - The written information and links on the 'Learn More' chapter work as a natural response to the wrap-up videos posted in Chapter 6.
 - Social media and feedback opportunities work as options to react to the story.